

# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXXIV

DECEMBER 2, 1933

NO. 23



## FROM THE DRINKING DEPARTMENT

Here are two titles on cocktails and wines. There are going to be a great many others published by other publishers, some of them as good or perhaps better. These, however, are the best that have come our way. If they are as good as we think they are an awful lot of them are going to be sold.

**THE SAVOY COCKTAIL BOOK** This has been out of stock for over a year. We have taken over the rights and are importing it direct from the Savoy Hotel, London. There are only 3,000 copies available between now and Christmas.

BY  
HARRY  
CRAD-  
DOCK

It is a new and enlarged edition, with recipes by the old master, HARRY CRADDOCK of the Savoy. It is printed with riotous abandon in two colors, and decorated on every page in six colors by GILBERT HUMBOLD.

Published December 5th. \$2.50.

**THE ABC OF WINES** This book was arranged for over a year ago. While we are sorry it won't be ready December 5th (publication day is January 7th) we're glad SCHOONMAKER has made such a thorough job of it. Incidentally, when *The New Yorker* was looking for the best man to conduct its Wines and Drinking Department, FRANK SCHOONMAKER was chosen.

BY  
FRANK  
SCHOON-  
MAKER

\$2.00.

— Simon and Schuster

# The MODERN Authority— EVERYWHERE!

The Winston Simplified Dictionary certainly gets around—and such a young fellow, too! (As dictionaries go.) Up to date, scholarly, of pleasing appearance—his popularity *must* be deserved!

## How's your geography today?

We had to turn to our atlas when we received recent orders for The W. S. D. from Istanbul, Moscow, Leningrad, Calcutta, Honolulu, Budapest, Beirut, Makawao, etc., etc.

Dr. Ivan Krnic, of Jugoslavia, had a harder task than merely solving a mystery story. He translated an S. S. Van Dine thriller into Croatian, with the aid of The W. S. D.—“an inseparable chum of mine.”

“Believe It or Not,” says Ripley: “Not one person in 10,000 can pronounce all these words correctly—gratis, culinary, cocaine, data, version, address, gondola, chic, impious, Caribbean.” Are you 100% right? Check with the W. S. D.

My dear Doctor Lewis (co-editor of The W. S. D.): “You will be interested in the following definition from the ----- Dictionary. ‘Pragmatism is a practical application to epistemology of a teleological psychology involving ultimately a voluntaristic metaphysic.’ For years I have professed to be a pragmatist, but I suspect I am really a Democrat.”—*Thomas Briggs*, Teachers College, Columbia University.

Remind your customers that the WINSTON SIMPLIFIED DICTIONARY is the RIGHT Christmas gift for everybody—because 94% of those who buy this book for themselves already have other dictionaries, but want “the modern authority.”

THE JOHN C. WINSTON COMPANY, Philadelphia



Shortly before his untimely death, Ring Lardner published a list of the five most valuable books—the Bible, The W. S. D., etc. “For those who like mysteries,” continued Lardner, “we recommend the time-table of the Atchison, Topeka & Santa Fe Railroad.”

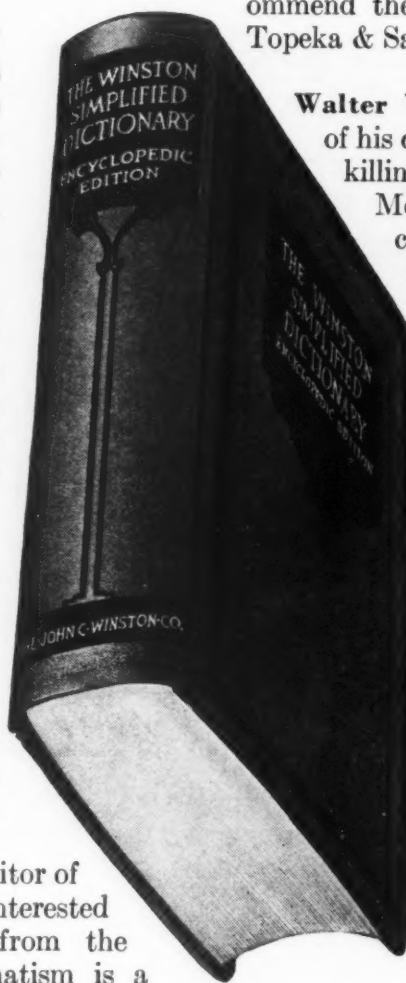
Walter Winchell retorts to a reader of his column: “Who bulled you into killing the word ‘realtor’ in that Monday item because it was a copyrighted word? . . . Copyrighted? It’s in The Winston Simplified dicksh, p. 805.”

“I like it. (The W. S. D.) In fact, it fills the bill for me, to perfection. And it doesn’t take me half as long to find what I want.”—*Lowell Thomas*.

Bruno Lessing, “colyumist,” asked Rod Larocque what ten articles he would choose if he were cast away on a desert island. Here is the list: Vilma Banky,\* knife, axe, boring tool, hone, binoculars, compass, lasso, Bible, *Winston Encyclopedic Dictionary*. (The italics are Mr. Larocque’s.)

\* Yes, yes, his wife.

The Modern Authority—Everywhere! Yes, even behind the bars. In the same mail came orders for 300 copies of The W. S. D. for a reformatory in Oklahoma, and for 100 copies for a detention farm in Michigan.



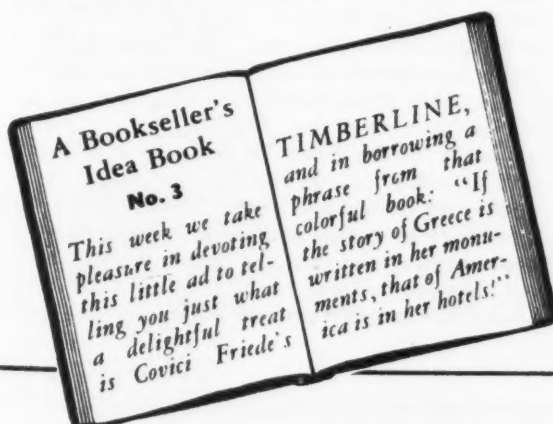
# Here's to JOCK MCCREEDY

*Master of* THE GOLDEN FIZZ—immemorial confidant of traveling princes, admirals, thirsty authors, swivel-eyed reporters, pompous merchants—all of whom under the magic of alcohol open their hearts to a kind confessor. . . .



**I**T WAS a slow day that he didn't hear the Latest One seven times over, such is the epic patience of the Jock McCree's of this world. He's a work of art out of 1895 which the readers of Sinclair Lewis are going to find vividly interesting in 1934. Back in the little old American House, in Black Thread Center, Conn., Jock contributed the arts of mixing

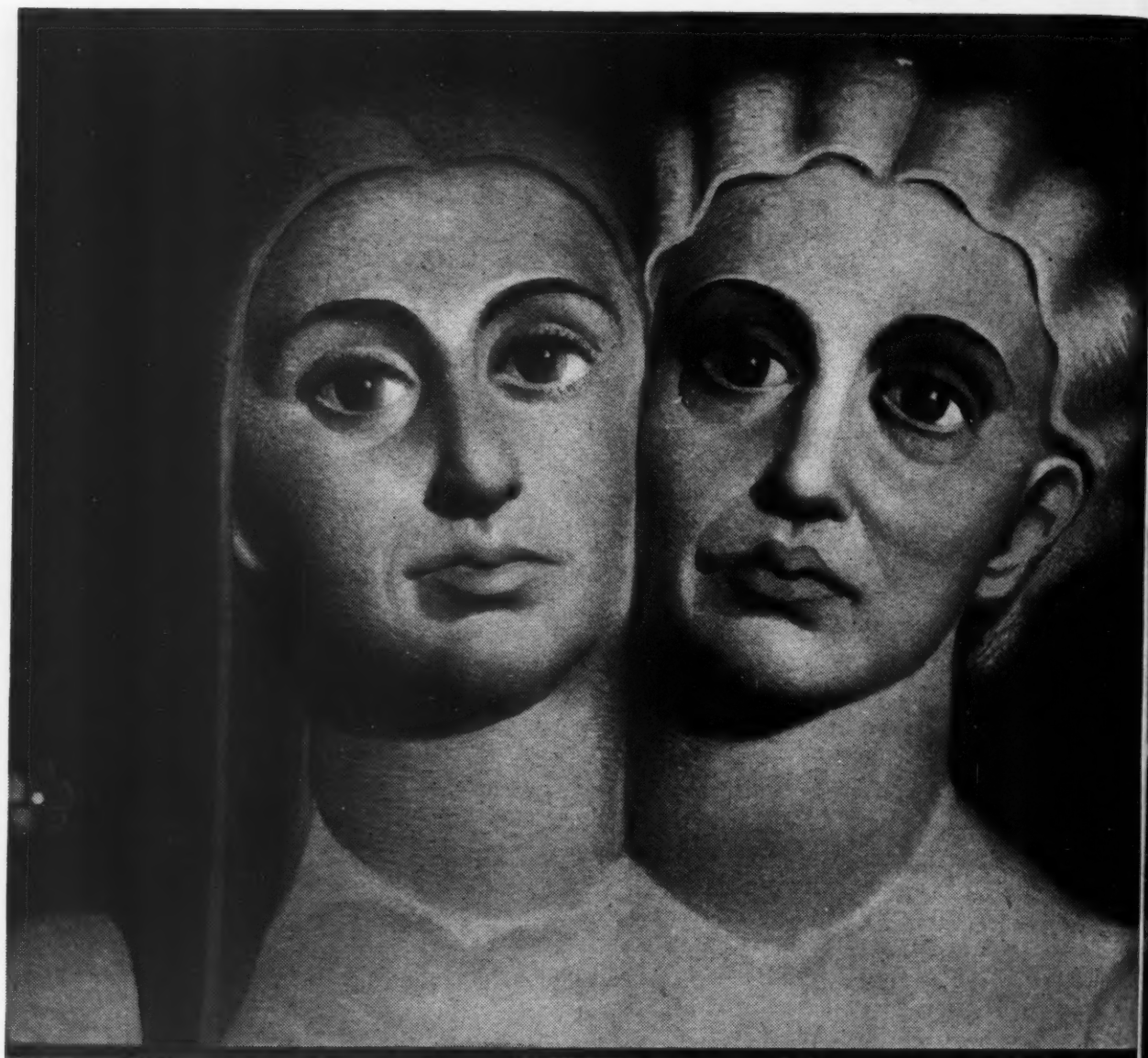
drinks, handling barflies and Good Listening to young Myron Weagle's destiny. Young Myron wasn't slow at catching on; what with this and that, tumbling, climbing, dreaming towards his perfect hotel—a work of art—he became a regular Leonardo da Vinci of the hotel craft. His story is the biggest thing ever done in this field: not just the novel of a single luxury house or a slice-of-life of the drama under one vast roof. But the whole tremendous picture of America away from home—the other side of our lives—from the hotelman's side of the desk.



**SINCLAIR LEWIS'**  
**"WORK OF ART"**

Coming Jan. 24 DOUBLEDAY, DORAN





## The new novel by the author of **IN TRAGIC LIFE..**

This is the four-color process wrapper for Vardis Fisher's **PASSIONS SPIN THE PLOT**, designed by Grant Wood, the brilliant young American artist whose jacket for **IN TRAGIC LIFE** was a sensation of last season.

### **Passions Spin the Plot**

is the second novel in the tetralogy which is compelling as extraordinary a press as has ever been given any American work of fiction. Its most uncompromising critics pronounce it 'worthy of the ferocious power of the great American West,' 'a classic of emotional terror'.

Its best friends find it perhaps the finest study yet made of youth whose fortress of scruples is invincible against its instincts. The present volume continues the **OF HUMAN BONDAGE** of an Idaho boy, through his years in a small Western college.

Here is the anatomy of a great love: Vridar

Hunter's blind, unreasoning, tortured love for the unmoral and passionate girl Nelo, which makes this an even more haunting story than **IN TRAGIC LIFE**. You will read every word of its powerfully sculptured prose with mounting excitement, experience with exhilaration his return to his home when the Antelope Hills were again golden. There is also a young Idaho Don Juan whose escapades are as richly humorous as anything we've read recently.

In this book—and the others of the series—we believe that we are building a permanent property for the Book Trade. It is growing, surely and steadily, in appreciation and in sales. The books are collectors' items. There is nothing quite like them in fiction today. Intelligent dealers will see that they get into the hands of the right readers. The present volume is published in conjunction with the Caxton Printers. Coming Jan. 3 — \$2.50.

Doubleday, Doran



# IT BRINGS A SWORD FOR OUR TIMES!

In days filled with unfurled banners, the drilling of peasants, the tramp of soldiers' feet, war planes in the sky and the shouting of fools, here's a book that goes straight to the heart of militant nationalisms—revives a hope in the possibility of sanity, liberal thought, intelligence in the destiny of man. Sir Philip Gibbs, who with such great best-sellers as *THE AGE OF REASON*, *THE MIDDLE OF THE ROAD*, *THE WINDING LANE* has done so much to clarify our modern world for us, has never written a more powerfully moving novel than his new story of one man's gallant fight for peace.

They still talked about that fierce day in war-torn Chateau Vermelles when Armand Gatières swung a marble Venus at the enemy and won the D. S. C. He could cover himself, if he chose, with medals and ribbons from the Croix de Guerre to the Legion of Honour.

This book tells of a greater courage which Armand learned, and how with it he won the Cross of Peace. Not since Mark Sabre in *IF WINTER COMES* has there been so universally appealing a figure in fiction as this man—honest, tolerant, intrepid—whose story in human fullness brings to us so poignantly and so personally how one person may fare in this mad world of today. You like him. You admire his fight for happiness, suffer with him in his love of two women, his courage to give his life for a friend.

The time is ripe for such a novel as *THE CROSS OF PEACE*. It is a tonic book by which to live. It defends nothing but humanity. The Catholic Book Club, already sensing its timeliness and power, has made it their January Selection. It's a Philip Gibbs best-seller in his best style—coming January 3—\$2.50.

## THE CROSS OF PEACE

A Novel of Today—by

**PHILIP GIBBS**

*Only the novelist and great reporter whose NOW IT CAN BE TOLD threw a whole new floodlight of truth on the World War, could have written this dynamic novel out of the strange new Ruhr and Hitler's fantastic Germany.* DOUBLEDAY, DORAN

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*Roaring action*



*January 2nd*

## OUTLAWS THREE

BY PETER FIELD

We like it because it has three of the saltiest, hard-boiled cowboys in Western fiction, and a grand girl who found that one of them had a soft heart.

*January 31st*

## STAMPEDE

BY E. B. MANN

It's another cracker-jack by the author of "The Blue-Eyed Kid" and "The Valley of Wanted Men," ace-high in a royal flush of Westerns. And the jacket (see above) will help round up Mann's big audience.

*February*

## COWPUNCH

BY CHARLES W.

Better than "One Cow-  
boy," its author poses  
a most lovable character.  
He likes to win,  
but he always fights the  
only thing that troubled  
him was love.

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Some one, or two, and more among your customers are those who regularly throw their ropes around books that ring with the rattle of six-guns and that carry the scent of the open range. In our deputy sheriff way, we've found a plain trail of successful Westerns running through our sales records — they're pay dirt! And when you feature the Morrow "brand," you're rounding up plus sales with Westerns written for intelligent men and women who seek relaxation in a hard-riding story with authentic atmosphere and believable, honest-to-God cowboys. ¶ In time for the Spring, 1934, round up, we've corralled a thoroughbred, longhorn herd of manuscripts, stampeding with the action that gets the fans. It's prize stock for those rustler-readers who keep Westerns moving at two dollars a head.

March 14th

### LARAMIE RIDES ALONE

BY WILL ERMINE

Laramie Jones rode out of the Frying Pan ranch into a red-hot fire of range war in old Idaho. We've never read a Western that's quicker on the draw than this one.

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"The Gun with the  
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You can stake your roll it will be full of gun smoke and hard riding, and a dash of true romance. Coming in April or May.

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February

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by

BARBARA COWLES

*An Alphabet of Terms in Bibliographical and  
Booktrade Use Compiled from Twenty Languages*

This work has been compiled in an endeavor to combine in one alphabet a list of such foreign words and phrases as would aid a bibliographer in working in any of the twenty languages it covers.

The basis of the work is a finding-list of about 500 terms. In addition to the familiar bibliographical and booktrade terms, there have been included the definite and indefinite articles, the conjunction *and*, the commoner prepositions, the cardinal and ordinal numbers to 20 and thence by tens to 100 and including 1000, the ordinary colors, the four points of the compass, the days of the week, the months, the seasons, the typical names of official and learned bodies (as *academy, bureau, office, society, university*, etc.) and certain adjectives customarily used to qualify these, the names of the principal countries and their adjective forms, and the names of the major branches of learning. These do not appear in all languages however, since for the sake of brevity easily recognizable cognates have been omitted.

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### BIG NAMES



### TROPICAL FISHES AS PETS

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**C. W. COATES**  
Photos by  
S. C. Dunton, N. Y. Aquarium

The first popular priced book on this increasingly popular and fascinating hobby. Authoritative and comprehensive. Written by the Keeper of Tropical Fish, N. Y. Aquarium. C. W. Coates edits N. Y. SUN'S Tropical Fish Column appearing every Saturday. A ready made market!

### TIMELY TOPICS



### INCREDIBLE LAND

By  
**BASIL WOON**  
Roguishly Illustrated by  
WYNN

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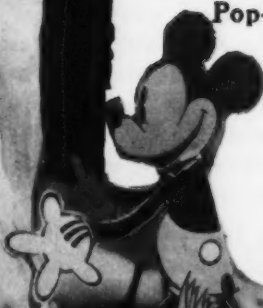
Mickey Mouse in King  
Arthur's Court  
Pop-Up Silly Symphonies  
Pop-Up Pinocchio  
Jack the Giant Killer and  
3 Other Fairy Tales  
4 Giant Pop-Ups in Each

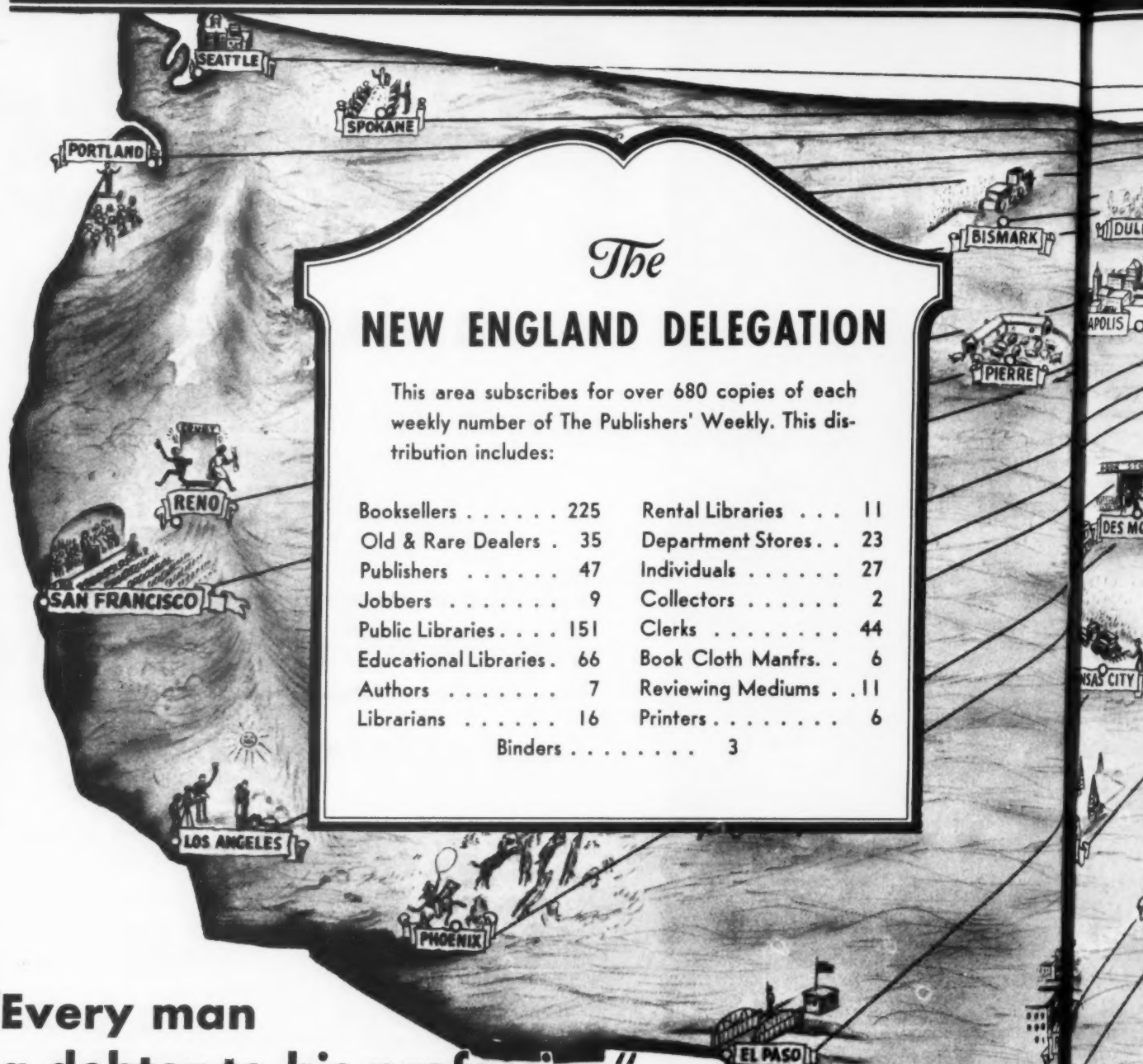
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## "Every man a debtor to his profession"

"This industry recognizes that its well being is inevitably tied up with the well being of those industries from which it buys and to which it sells, and every effort will be made in the administering of the Code to promote sound economic relations between these related industries." So read a section of the code of the Book Manufacturing Industry. Good trade journalism long ago recognized the soundness of that observation. For a long time to come good trade journalism must continue to recognize and acknowledge and maintain the spirit of fairmindedness and the need to make individual sacrifices to the common good.

The Publishers' Weekly was founded by

Frederick Leypoldt in such a spirit. It re-pledged itself in the code of business ethics of the Associated Business Papers, more than a decade ago, "to determine what is the highest and largest function of the field which it serves, and then to strive in every legitimate way to promote that function."

To its far-flung family of subscribers the "P.W." has brought and brings pleasure and profit. "Book movers" turn to its pages at the hour of their own convenience, not at the time when circulars flood the morning mail. They are put in the mood for constructive ideas in book distribution by the special articles, the anecdotes of other people's sales, the optimism and

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We emphatically believe that the book-trade must move toward more and more alert and intelligent book service; we believe that this trade paper has a very important function to perform in such an area in the trade; we believe in selling books the year around and carry news to emphasize that; we believe in the need of a variety of outlets for books and carry ideas for all types of booksellers; we believe in selling books to all types of people and keep the broad point of view to the front; we believe that bookselling can be a profitable business and we

labor for sound business methods and aggressive and fair selling tactics.

In its practical working aspects as a tool of bookselling The Weekly Record, The Weekly Book Exchange, The big Index Numbers, The Market News are daily and weekly helping booksellers make more sales and faster ones.

You are invited to join the "P.W." national and international family of book movers. Every alert individual anywhere in the service of books can gain help and inspiration from the association. The yearly cost of subscription is \$5. Duplicate subscriptions are \$3. These rates are slightly higher, for postage costs, in Canada and abroad.

## THE PUBLISHERS' WEEKLY

62 West 45th Street

New York, N. Y.



# names

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 JAMES BRANCH CABELL  
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 DU BOSE HEYWARD  
 ALDOUS HUXLEY  
 MANUEL KOMROFF  
 D. H. LAWRENCE  
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 JULIA PETERKIN  
 ELIZABETH M. ROBERTS  
 MAZO DE LA ROCHE  
 ANNE DOUGLAS SEDGWICK  
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 editions*

**s**



Names in the field of book publishing and book selling, like stars on the stage and screen, serve as the public's guide to known and accepted values in entertainment.

The names which are listed in the panel at the left represent the "stars" of all the leading American publishers on whose Fall lists you will now find their latest "best sellers".

By those publishers' permission Grosset & Dunlap now re-issue in handsome bindings under the group name **NOVELS OF DISTINCTION** many of the previous successes of these outstanding authors, and make them available to the discriminating reading public at the modest price of one dollar.

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# MONSIEUR BLACKSHIRT

Two hundred years before Anthony Adverse was born, during the reign of Henry IV of France, there lived a debonair rogue who was called Monsieur Le Noir, or Blackshirt, because of his marked preference for black clothing. This is the story of his adventuring single-handed into a land where a keen eye and a nimble wrist behind a skilful rapier were often the

only thing between life and death. This is the tale of his gallant, ingenious struggle to overcome the lust and greed of three powerful enemies each seeking the hand of the beautiful Mademoiselle de Saint-Valery. To be published December 7th, with consistent advertising in newspapers and book review sections right up to Christmas.

**BY DAVID GRAEME**

## DARK HORSES TO BET ON IN JANUARY

Dr. Eustace Hailey's clever solutions to a wide variety of fascinating mysteries has built up an ever-increasing audience of enthusiastic readers. Now the doctor is confronted with the most difficult enigma of them all. Here's something a bit different in mysteries. (\$2)

### THE CASE OF THE GOLD COINS

By Anthony Wynne  
Author of "Death Out of the Night," etc.

J. B. LIPPINCOTT CO., Philadelphia

Christopher Frankland became handicapped by deafness at the age of three. Some years later he married Dawn, also deaf. Then his hearing is miraculously restored, whereupon he falls in love with Veronica. An excellent tale not only for the thousands of book-lovers who are deaf, but for those who are not. (\$2)

### SILENT WORLD

By Florence Riddell  
Author of "Dream Island" and "Pleasure Bound"

Copp Clark Co., Ltd., Toronto, Canada

# THE BOOK

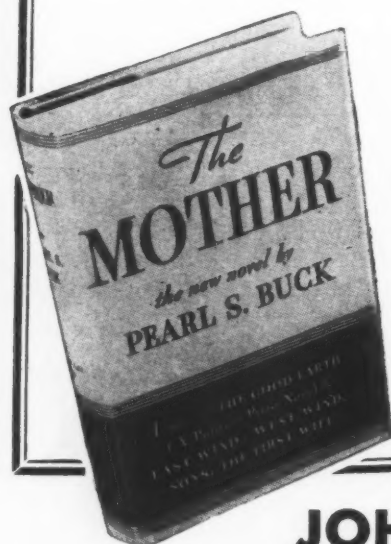
## THE MOTHER

*facts*—Since Mrs. Buck's first novel was published in 1930, American booksellers have received from the sale of her books\* more than \$875,000. By January 10th, this total will have mounted to more than \$1,000,000.

THE GOOD EARTH is one of the best sellers of all time. In its third year after publication, between January 1st, 1933, and November 23rd, 1933, 8,276 copies were sold.

More copies of SONS were sold by the trade than of any other novel published in 1932. According to the *Retail Bookseller* of November 1, 1932, "SONS has sold more copies during the past month than any other novel as far back as our records go—and these go beyond IF WINTER COMES and MAIN STREET."

*\*Original editions only. None of Mrs. Buck's work has yet appeared in a reprint edition.*



Books by  
**PEARL BUCK**  
*East Wind : West Wind*  
*The Good Earth*  
*Sons*  
*The First Wife*  
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Any publisher would hesitate to treat a man as was given to THE GOOD EARTH we have a Chinese woman, who is like every woman her best—as a story teller, as a real human universal appeal. We confidently that T every sense, *the* book of 1934.

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**1934! COMING**  
**January 10th**

# PEARL BUCK

**acts**—THE MOTHER (302 pp., \$2.50) is Mrs. Buck's first novel in more than a year and a quarter.

THE MOTHER is not part of the trilogy in which THE GOOD EARTH and SONS are the first two volumes.

It is now being serialized in the *Cosmopolitan Magazine*. The final installment will not appear until the February issue. THE MOTHER will not be a book club selection.

50,000 copies are being printed of the first edition. There will be no limited edition.

Our initial advertising appropriation is \$5,000. After publication we shall spend in promotion a minimum of 10% of our receipts.

Posters and imprinted cards are available for soliciting orders in advance of publication.

## Opinion

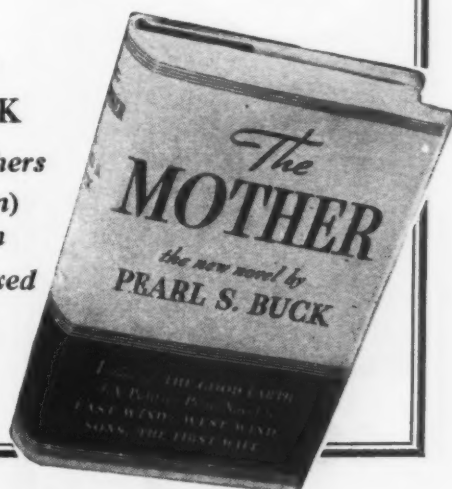
to present a reception for THE MOTHER  
OD E that we know that in this story of a  
e every woman everywhere, Mrs. Buck is at  
as a real human heart and as a novelist of  
fidelity that THE MOTHER will be, in  
34.

Translated by  
**PEARL BUCK**

*All Men Are Brothers*  
(Shui Hu Chuan)  
by Shih Nai-an

Two volumes, boxed  
3rd printing

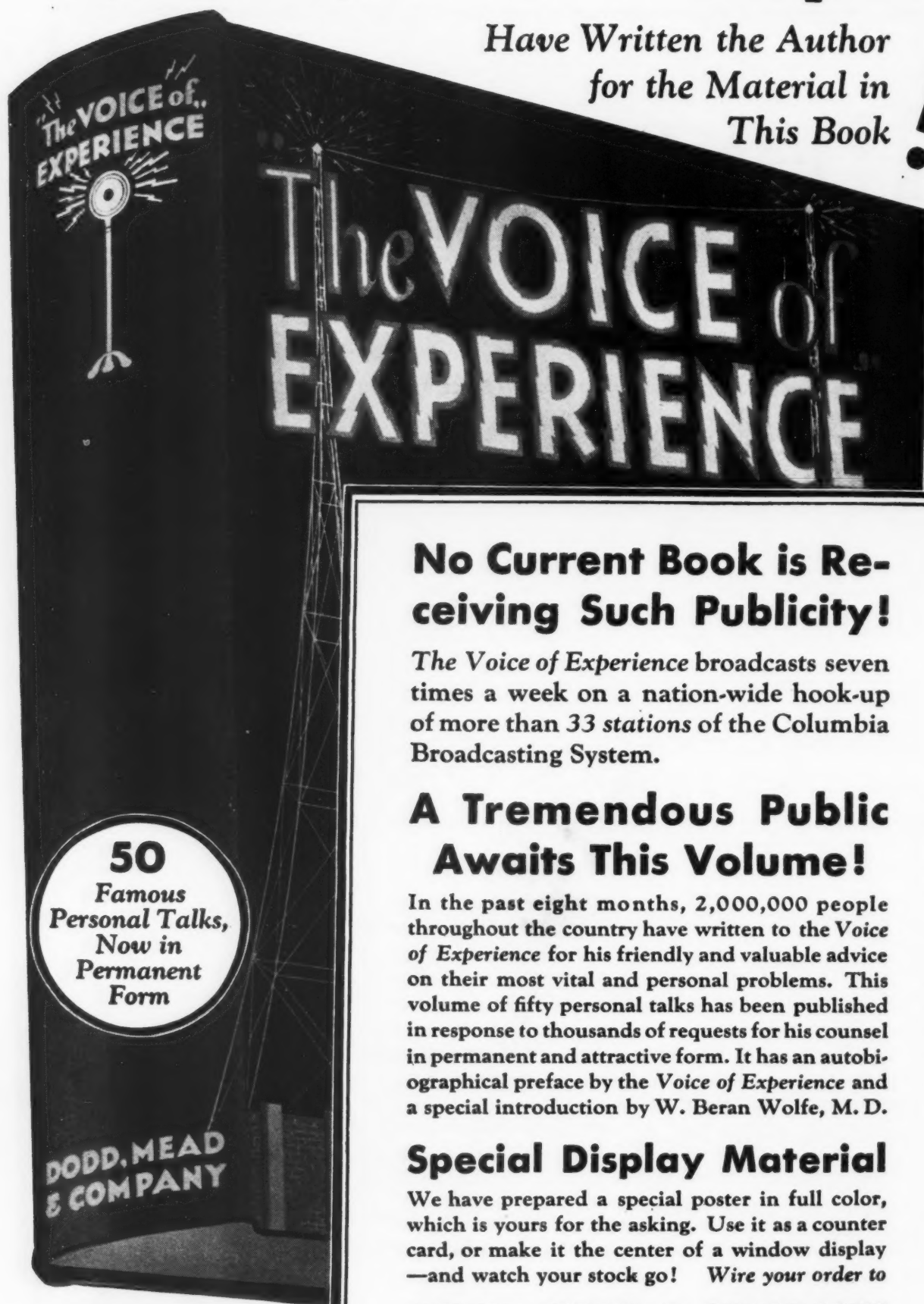
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449 Fourth Avenue New York

# THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

DECEMBER 2, 1933

## Entries from a Christmas Notebook

### *Hints for the Holiday Season*

SINCE THERE WAS A BOOKSELLER WHO had no regrets the day after Christmas. Everything worked out just as he had planned it. He had ordered his stock to such perfection that he satisfied the wish of every customer and he had no distressing stacks of unsold books when the rush was over. He had cleaned up on several special gift items and had been able to sell a number of titles that had been held over from the year previous. His clerks had all been efficient, courteous and well-informed. His Christmas catalogs brought him a tremendous pile of mail orders; his window displays had constantly brought new customers into the store. In short, it was a perfect Christmas.

There's no use trying to get in touch with the gentleman in question. He died of sheer happiness before the New Year. But before he passed on to what must have been an anti-climactic Paradise he sent to the *Publishers' Weekly* a little black notebook in which he had been accustomed to jot down memoranda concerning his management of the store. We take great pleasure in reproducing here a few jottings from those treasured pages.

*Memo:* Be sure to get out Christmas catalogs in plenty of time. See that mailing list is carefully checked over and dead wood weeded out. Go over files of last year's Christmas orders and send personal letters to all who ordered by mail last year. Send personal letters to inactive charge customers, pointing out that their charge account is still at their service. Start drive for new customers by mail.

(In New York this year, Scribner's, Brentano's and the Putnam Bookstore all stressed

to a *Publishers' Weekly* representative the urgent necessity of getting out Christmas catalogs in plenty of time. Doubleday, Doran Book Shops issued a special Christmas number of the *Book Dial* before Thanksgiving. The Putnam Bookstore mailed out 15,000 copies of "The Blue Book of Books and Authors," 10,000 copies of the Christmas number of the *Herald Tribune Books*, 5,000 circulars advertising special sets, and thousands of letters of various types to prospective customers.)

*Memo:* See window designer about schedule of general window displays. Tell him windows from Thanksgiving to Christmas must be adequately representative of our entire stock. Miscellaneous windows are far more important than windows on single titles during this period. See that windows suggest the holiday spirit and suggest possibility of books as gifts to all types of person. Include in window books done up as gift packages and arrange for sign announcing free local delivery and free gift wrapping. Sign should also state that our shop will wrap and send books as gifts anywhere, charging only regular postage rates.

(Frank L. Magel of the Putnam Bookstore says "The holiday period is too important and interests are too numerous to give any window up to any special idea.")

*Memo:* Delegate one female clerk with a pleasant voice and a great deal of patience to take care of all telephone orders during the holiday period, unless, of course, the customer asks for a special clerk. Past experience shows that our service has been unsatisfactory when clerks have been allowed to answer the phone at will. Often they have



been claimed by a customer on the floor and have forgotten their telephone customer. Research work on phone orders takes them from the floor where they are needed. See that telephone clerk is given adequate research material, near at hand, including U. S. Catalog, *P. W.* Fall Announcement Number, file of stock control cards, and special subject book lists. If necessary give her an assistant if there are more calls than she can easily handle alone.

(The big New York Stores have all adopted this plan. Brentano's has a staff of four clerks at the research desk at Christmas time, who take care of all telephone orders. This staff can also do the more elaborate research work for the clerks on the floor. Scribner's and the Putnam Bookstore also use this method.)

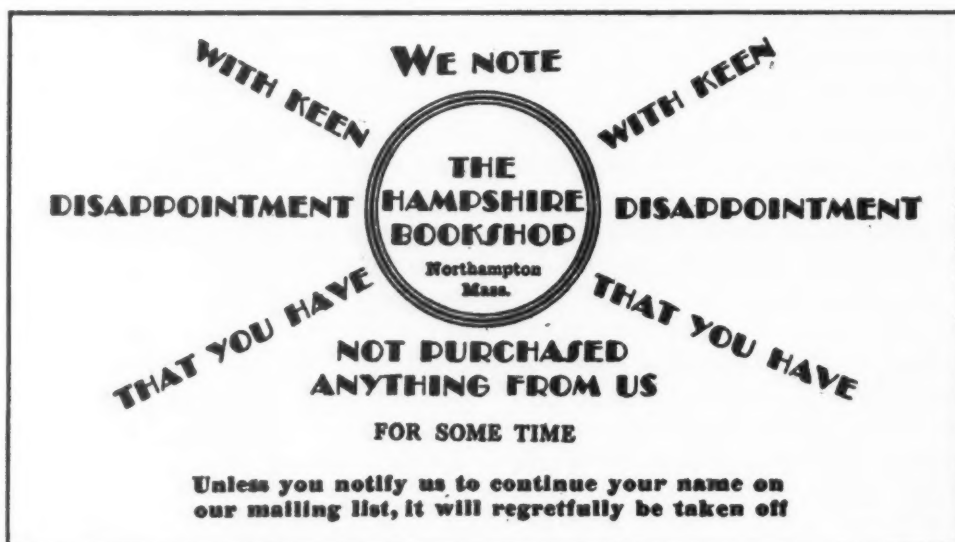
*Memo:* Go over inside display with floor manager. Suggest to him advisability of reducing display space devoted to fiction, keeping out only the important items and making space for more adequate non-fiction display. Experience has shown that, in general, the well-known fiction titles are the only ones which sell at Christmas time. This is not true of non-fiction, which allows a better fitting of book to interest. Arrange for special table or tables of special gift items, illustrated books, leather-bound volumes, etc. See that display of greeting cards, Christmas wrappings, etc., is easily available to book customers, but not placed so that greeting card customers interfere with book customers. Check over stock of illustrated gift books now on hand and consult last year's sales records for advisability of reordering.

*Memo:* Order gift certificates from printer. Advertise these as perfect gift for those who are hard to please. English Book Token scheme very successful last year. Our certificates, however, instead of being in given denominations, will have a space to be filled in with the amount of the gift.

Also order from printer slip for insertion in gift books to read: "If you already have this book then of course you do not wish an extra copy. Therefore if you send this copy back to us before January 5th we shall be glad to exchange it for any other book of equal value if you will make your selection when you make your return." (This legend is borrowed from Marion Bacon of the Vas-sar Cooperative Bookshop.)

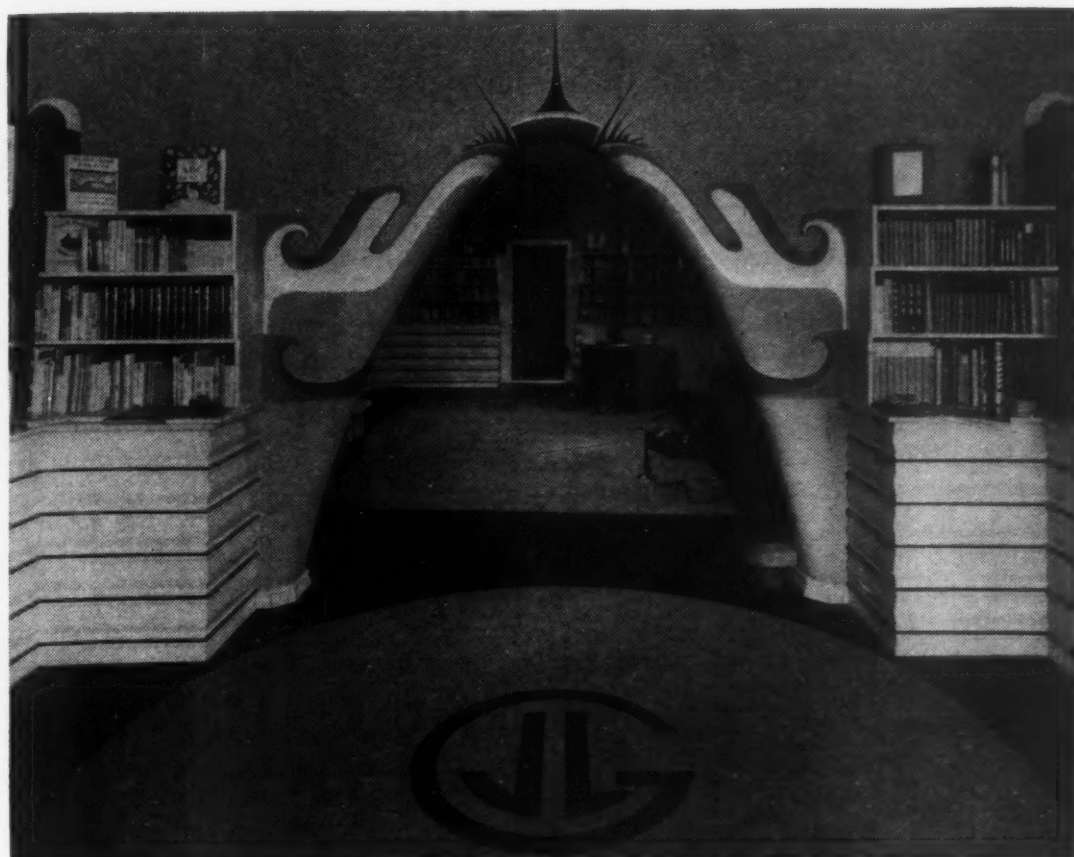
*Memo:* Caution clerks to be especially attentive to stock control records. Arrange for daily report on fastest-moving fiction and non-fiction items from heads of those departments. Instruct staff to be on the lookout for unexpected demand for books which we have stocked in small quantities. Must keep accurate records of sales on good items.

*Memo:* Have instruction hour for temporary clerks to acquaint them with store routine. Then turn them over to heads of departments for instruction in location of stock, etc. Better not to give them sales book for first few days until they are familiar with store and stock. Impress them with value of catalogs, etc. Encourage them to ask questions whenever necessary. Ask entire staff for suggestions from time to time. The clerks are in constant touch with customers and should be able to furnish valuable information.



*The Hampshire Bookshop recently mailed this slip to a number of inactive customers*

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*The interior of the Goldman shop is strikingly decorated*

## An Ultra-Modern Bookshop

*J. Lesser Goldman Has Opened a New Shop in St. Louis Which Is the Fulfillment of a Long-Cherished Idea*

THE BOOKSHOP OF J. LESSER GOLDMAN, the newest in St. Louis, is furnished with such taste and beauty that it might well be that of an interior decorator. Against the gray walls, the flooring is black with oval gray rug, silver groundwork for the bookcases, and white and henna decorative design for the arch. The shop is unusually spacious giving a feeling of unlimited possibilities for growth. The room at the front contains shelves of children's books, poetry, a few gift and art books, samples of magazines for subscription; and it centers toward the archway opening to the main oblong room.

In this principal display room the built-in bookcases have rounded corners, which, as the illustration shows, are quite unusual. On the right side of the room is a bulletin board, next is a De La Mare garden display, also a complete run of *Modern Library*. The

rear side wall contains the lending library of some 450 volumes, with a good proportion of non-fiction. Though the shop opened only the beginning of October, Mr. Goldman reports 110 members for the library. The rate is 3 cents a day, with five-day minimum. For books over \$2.50 the cost is 6 cents a day, with a non-returnable \$1.00 deposit.

The library rates and other details, such as opening and closing time, were agreed on by Mr. Goldman, together with The Open Door, and The Caravan Bookshop which are only a few blocks away. These three shops are cooperating to build up the book business of the neighborhood. Their first united enterprise was a morning talk on New Books by May Lamberton Becker at the Junior League Auditorium, with several hundred women attending. A few days after the talk, every book that Mrs. Becker

recommended was taken from the rental library shelves, but no direct sales were traced. Up to this time, sales have been somewhat limited to gift books, rather than books for the customer to read. However, Mr. Goldman has now something over 100 accounts on his records, this being exclusive of the rental library customers.

He has inaugurated a promotion plan that seems to be bringing good results. Each Monday evening from 9 to 11 friends and browsers are invited, and cigarettes and sandwiches are set about on the bookshelves. These weekly evening sessions are planned to make prospective customers and friends acquainted with the shop, and no attempt is made to sell books.

Mr. Goldman's shop is located in the shopping center of a wealthy residential district where the Taylor street car passes by. In the same building with Euclid Avenue frontage are the Woman's Exchange, a high-class foodshop, one of the city's most popular florists, and a good candy store. The

width of the bookstore at the street is twenty feet. However, at present, half of this space is used as a show window, the other half being painted silver, and used for storage. The direct sun would ruin too many books if the entire window space were used.

An ox-blood colored door at the back leads to the office whose walls are covered with a complete run of *New Yorker* covers. Here can be found the bookstore's owner and manager when he is not busy with customers. Mr. Goldman has for three summers operated a bookshop at Charlevoix, Michigan. He intends to continue it, since it has proved successful. During part of his undergraduate years at Harvard he worked at Dunster House. Mr. Goldman says he was able to work out an idea he has long cherished, and indeed, he has made it a work of art. The taste is carried out not alone in the decorative work, but in the treatment of customers, where browsing and not high pressure salesmanship is the accepted thing.

## Customers' Choice

ONE OF NEW YORK'S most unusual book displays enlivened West 45th Street this week. From November 23rd to 29th the Putnam Book Store displayed a living window, depicting the pleasures of reading in the home. The window was made up to represent the comfortable library of a modern home, with a table, book cases, reading light and books everywhere. In an armchair sat a young lady, very attractive, reading the leading current books of three publishers (one at a time) from morning until night. *Morrow*, *Viking*, and *Harcourt, Brace* each had its books featured for two days, and each publisher supplied a letter to be placed on the table when the young lady went to lunch. The letter was addressed to a friend and told about the book she had been reading. Cards, bearing slogans about books in general, were placed about the base of the window. W. & J. Sloane lent the furniture for the occasion. There's a picture of the window on the next page.



Frank L. Magel, president of Putnam's, told us the window had resulted in very valuable publicity for the store. All the New York papers mentioned it, and passers-by

were visibly impressed. We had the feeling that a few were prevented from gazing at the window as long as they wished by the feeling that perhaps they were intruding on the lady's privacy, but the publicity the store got more than made up for any loss that might have been incurred in that way.



Fright would be all that would keep anyone from looking at the current display in the window of the Doubleday, Doran Book Shop in the Grand Central Station, where two gaping shark jaws, complete with rows of murderous-looking teeth, hold the center of interest. The book on display is "Shark! Shark!" by Captain William E. Young and Horace S. Mazet, recently published by *Gotham House*. "Shark! Shark!" lays claim to being the first general book about sharks and also to being the first book bound in shark leather. The author, Captain Young, is the world's outstanding shark expert, Coley Taylor of *Gotham House* tells us. He has been hunting sharks for over thirty years from the South Seas to the Red Sea, and is known along the waterfronts as "Sharky Bill." Mr. Taylor says *Gotham House* will



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supply material including shark jaws, loose sharks' teeth, the saw of a saw-fish, pieces of shark net, shark hooks and an enlarged photo of a tiger-shark, to any bookseller who wants to put in a display.

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There is also a limited edition of "Shark! Shark!" printed on laid paper and fully bound in shark's leather at \$15. The trade edition at \$4 is only half-leather.

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It's a Walt Disney Christmas this year. You can't go anywhere without bumping into either Mickey Mouse or the Three Little Pigs and their natural enemy. The Putnam Book Store is displaying the cute porkers in doll form and they ought to make quite a hit with the youngsters. Another Putnam feature is a whole menagerie of china animals, which many people collect with avidity. We liked especially a china dog with a china kennel, which even children would admire.

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Many shops make a Christmas feature of exhibits at local schools. On Sunday, November 12, Elizabeth Roudebush arranged and managed an exhibit at the Westover

School for the Channel Bookshop. She was assisted by Kathryn Moore. The exhibit was held in the hospitable and stunning red room of the school and was a great success. Mrs. Roudebush and Miss Moore were busy all day talking with the girls and helping them select their Christmas purchases. In the afternoon Harriet Anderson of the Channel Bookshop gave a short talk on book illustrators and illustrations.

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Christmas business got a great send-off last week at Abraham & Straus in Brooklyn, where their Book Fair was a complete success. Twelve publishers cooperated with booths and each afternoon saw anywhere from two to six authors on the lecture platform. Each author appeared later at his publisher's booth and autographed books for the customers. Abraham & Straus' slogan in the book department this year is "Give an Autographed Book for Christmas." The last day of the Fair, Saturday, November 25th, was Children's Book Day with a gala turnout of more than twenty authors.

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The Book Fair gave us an amusing story. Newspaper ads carried the pictures, without



Three publishers cooperated in this "living" display which appeared last week in the window of the Putnam Bookstore



*J. W. Robinson Co., in Los Angeles held another of its successful autographing parties recently when Ruth Comfort Mitchell appeared to autograph her "Old San Francisco" (Appleton-Century)*

identification, of a number of the authors who were to appear during the week. Shortly after the ads appeared Abraham & Straus received the following letter: "Gentlemen:—In the *Herald Tribune* of last Sunday you have an ad of your second Annual Book Fair. Am enclosing a picture of one of the authors printed in the advertisement. Will you kindly send me a list of the writer's books *with his name* so that I may place my order this week." The italics are ours and the magnetic author was Vash Young.

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One of the features of the Book Fair was a book review contest, open to the public, in which prizes were offered for the best review of what the contestant considered to be the outstanding book of fiction published during 1933. First prize was won by a review of "One More Spring." Reviews of "Little Man, What Now?" took second and fifth prizes; "Peter Abelard" was the subject of the third prize review; "As the Earth Turns," of the fourth; "Eva Gay," of the sixth, and "Three Cities," of the seventh. There were 617 reviews in all, with "Anthony

Adverse" and "Little Man, What Now?" in a tie for the greatest number.

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A story of the window contest, held during Book Week, for windows designed by school children, will appear in an early issue of the *Weekly*. Meanwhile, we note with interest a description of the window used by the A. R. Taylor Co., in Memphis, Tenn. This window, not made by children, was designed by Gibbs Welbourne, under the direction of Floy C. Podesta, buyer for the book department. On each side of the window was a tall book shelf, one for boys and the other for girls. The theme was "Add a Shelf Every Year" and books were arranged in the cases in such a way as to carry a boy or girl all the way from infancy to marriage.

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Quite a publicity break is being given "Great Men of Science" by Grove Wilson, which is on *Garden City Publishing Co.*'s list. The National Broadcasting Company will give a series of broadcasts based on this title during the month of December. High school teachers and students in the metropolitan area have been organized for a group of educational broadcasts. Mr. Wilson first addressed a large group of high school teachers. The teachers in turn urged their pupils to buy the book and write competitive dramalogs on any scientist they choose. Friday, December 1st, Mr. Wilson went on the air and talked about his book. The ten winning dramalogs written by students will be dramatized over NBC stations. Later in the month Mr. Wilson will again talk over the air.

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Some sort of sales record for a reprint goes to *Appleton-Century's* "Fiat Money Inflation in France," a reprint of a book by Andrew Dickson White, first published in 1896. During the first week of publication of the new edition, 62,500 copies were sold.

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Josephine Opsahl of the Inglenook Bookshop in Seattle, Washington, has made a study of her rental library customers and the types of book they read. Twenty per cent of her customers, she says, read sweet love stories with a simple, homely plot; another 20 to 25% ask for light sophisticated fiction; another 20% goes for the mystery and adventure book, while the remaining 40% reads serious novels and popular non-fiction.

# Seek Relief from a Trade Evil

## *Ontario Booksellers Handicapped by Having to Cope with a Universal Discount Applying to School Textbooks*

FINDLAY I. WEAVER

*Editor, The Canadian Bookman*

A JOINT MEETING OF REPRESENTATIVES of the book publishing houses and members of the Canadian Booksellers' and Stationers' Association was held in Toronto on November 14, at the call of Chairman A. H. Jarvis, of the School Text Committee, to discuss the iniquitous condition in the school textbook trade, a condition aggravated by government regulations.

There is a clause in the Ontario Government's contract with publishers of authorized or recommended textbooks to the effect that these books may be procured from the publishers in single or more copies by anyone at 20% or 30% discount, as the case may be, plus postage.

The school book question in Ontario has for years been a political football and to gain political favor, many school books are supplied at a fraction of the actual cost of production. The government specifies ridiculously low prices for school readers and certain other textbooks, and the publishers are reimbursed by means of a subsidy for the difference between the published price and actual cost of production, up to certain limitations covered by the contract. A primer selling at 4c to the public, actually costs more than three times that amount to produce.

But the real joker in the piece is that the publishers, on demand, are obliged to supply all authorized school textbooks at the same discount whether to the trade, school boards or any individual. The same principle applies to more expensive books. In the past the application of the discount to all purchases has not been stressed, but this year the Department of Education issued a circular in which both the list prices and net prices were quoted, and booksellers have been inundated with orders from school children bringing the exact amounts for different books as specified by teachers who cited the net prices to the pupils. School boards and teachers have been sending orders direct to

publishers in order to get the discount, thus completely ignoring the trade.

A further annoyance to the trade is the government's policy of issuing school books at odd prices, 4c, 9c, 29c, etc., obviously inconvenient in making change after purchases.

From all these evils the booksellers seek relief and a deputation, supported by the publishers, waited upon Dr. G. F. Rogers, Director of Education at the Parliament Buildings in Toronto.

Dr. Rogers held out little hope for any change of the odd price policy but promised to place before the Minister of Education the petition of the booksellers, and a strong hope is held that some way will be found to alleviate the situation brought about by the publication of net prices in circulars issued to school principals, teachers and inspectors.

As a result of a previous petition presented to Dr. Rogers as Chief Director of Education, the discount on new school textbooks as issued, was increased from 20% to 30%.

On this occasion he contended that a price of 39c left a more favorable impression as to value received than 40c.

William Tyrrell made a strong point in his contention that it was undesirable to inculcate in school children by this very means adopted by the Department of Education in the matter of odd prices of books a habit of "chiseling." But the more important point at issue is the quoting of net prices on circulars issued by the Department of Education, and some relief is confidently anticipated in that direction.

The members constituting the deputation along with Chairman Jarvis, of the Association's School Textbook Committee, included Messrs. Roy Britnell, Toronto, President; L. M. Adams, London, Ont.; E. Lyle Ireland, Owen Sound, Ont.; F. E. Cloke, Hamilton, Ont.; L. F. Beattie, St. Catharines, Ont.; William Tyrrell, B. E. Wiancko and F. I. Weaver, Toronto, Ont.



# THE Publishers' Weekly

*The American Book Trade Journal*

*Founded by F. Leypoldt*

Published by the R. R. BOWKER CO. R. R. BOWKER, President and Treasurer; FREDERIC G. MELCHER, Vice President; JOHN A. HOLDEN, Secretary.  
Publication office: 19th & Federal Sts., Camden, N. J.  
Editorial and general office:  
62 West 45th Street, New York City.  
MU rray Hill 2-0150.

RICHARD ROGERS BOWKER  
Publisher and editor to 1933

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December 2, 1933

**I** HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

## Loss Leaders Run Wild

THE PRINCIPLES OF THE NRA and the trade codes are finding their troubles centering now, as far as publishers are concerned, around the continuing effort of large department stores to use books as bait for other business. This has become very clear in the last month, and all publishers have common cause with the booksellers of the metropolitan area in helping to get action to cure this sore.

The NRA in its first and authoritative form as passed by Congress intended to provide that nothing in the code should promote a monopoly or tend to destroy small business, but the effect of the loss-leader price cutting has exactly that result. The department store picks some line of goods to sell at a loss and makes up the loss on other lines. Small stores handling only the one line which happens to be used for bait have no way of making up this loss. The seriousness of this situation must have been in the minds of Congress when it drafted the bill, and the



seriousness of the situation is certainly much in the minds of the booktrade today.

The Booksellers' Association is asking every bookseller in the country to write to General Johnson at Washington in protest against these developments, and every publisher must do his part in facing the situation which will disrupt his metropolitan market, and, if nothing happens to prevent it, leave him with only price-cutters to sell his books. The effect of such developments means that these competing price-cutters will soon see little advantage in competing with each other on this particular line of goods and they will drop down to a few titles that will give them the most publicity.

Booksellers outside the city, too, must realize just what this situation is and explain it carefully to such customers as open up the subject for discussion:

First, it is a fact that every bookselling country in the world has found out the futility of price-cutting as a means of increasing the sale of books and has declared against it. Price-cutting would be the unnatural thing here except for the Sherman Act, which was intended to cure quite a different situation but which prevented a publisher from having control over the selling price of his merchandise.

Second, full-priced merchandise is not high-priced merchandise. It is merchandise that reaches wider distribution through national advertising, and national advertising needs a fixed figure to make it pull. The wider the market, the lower the price of the merchandise can be, and this is especially true of books in which large-size editions mean great economy.

Third, it is not economies of operation which the price-cutter passes along to the customer. The generally accepted figures on the cost of doing business issued by the department stores themselves prove this. Even if one store were clever enough to keep its merchandising cost 5% lower than that of other stores, the passing on of a 5% differential to the public would do it no good, as 5% has proved no lure to customers. The price-cutter adds to the saving a mark-up elsewhere.

Fourth, the price-cutter selects fixed price merchandise as bait for customers because the producer of the merchandise has made the price well known, and therefore the public is asked to assume that similar discounts

apply to all other merchandise in the store. This necessity of making up the margin makes purchasing a gamble for everyone who enters the store, a gamble as to who will make the purchases that will balance the firm's losses on books.

Fifth, the present Retail Code has stopped department stores from going below invoice cost in pricing, but the cost of handling merchandise is part of the real cost, and ought to be by law included in the cost. The present rule gives very little help to the independent who must cover the selling cost in each operation.

Sixth, there is every evidence that the tide of public opinion has turned against the loss-leader and the odd penny price as a type of merchandising hokum that does not belong in business, and it ought to disappear before it has blotted out scores of good merchants specializing in individual lines, thus increasing unemployment and increasing the cost of merchandise by decreasing markets.

### Keep Up with Current Affairs

THAT FAMILIAR AND POWERFUL American agency for developing opinion, the public forum, is apparently to enjoy one of its busiest winters, a natural result of the enormous interest the public has in economic, political and social discussions. This makes it the more necessary for booksellers to show an adequate stock of books on current affairs. Every citizen is reading, and every reading citizen is a customer for books.

The bookseller's difficulty has been, and is, to keep himself sufficiently aware of what is really significant and valuable. He can do this only by adjusting his own reading of both reviews and books so as to give himself a personal knowledge of what is being discussed and by taking greater pains to make the acquaintance of those customers who are buying in this field of literature.

The whole subject of money, for example, is one on which the American public has done almost no hard thinking. Layman and scholar start on a common footing on such a subject as this. Just now this is the most serious question in the public's mind, and books on the subject should be added to the counters containing books in the general field of economics or political reform. There has never been a time when it was more necessary for the bookseller to keep up with current affairs.

### Odd Penny Prices

WHAT IS THE LURE of the odd penny price? There must be much merchandising value in the system, as it is so widely in use. The idea started, so trade historians tell us, as a method of keeping salespeople honest.

Then the odd penny proved to have the psychological effect of making potential customers think that the article was in their price range. "\$20.00? No, I can't afford it." "\$19.79? Yes." The customer feels he's got a bargain, the shop makes more sales, and the 21c is more than recovered.

Again the odd penny is subtly used to suggest to customers that this, the price of \$3.79, let us say, for a brief case is a price that must be a markdown. None of us ever stops to think that, in our brief case example, the price might be up from a normal \$3.50 just as likely as down from a possible \$4.00. The point has been argued that odd-penny prices were the natural result of the modern department store systems of percentage mark-ups from purchase price. But this explanation would not account for the prevalence of final 9's in marked prices. Such figuring systematically carried out would produce as many 0's as 9's for retail prices.

With the whole question of retail practice sharply raised by the recent code discussions a reexamination of the psychology of prices ought to be delved into. Why does not some business school do some real research into the customer psychology of odd pennies?

### As to Review Copies

WHAT IS EXPECTED of a review copy of a book? Presumably that it goes to the reviewer and becomes his possession perhaps as payment or part payment for giving attention to the book, whether favorable or unfavorable. There have often been rumors that editorial copies were looked upon in some offices as perquisites of the business office, with the reviewer seldom getting a chance to possess the book. There is the case of a literary editor who, it is alleged, was discharged recently from his paper because he insisted that editorial copies belonged to the reviewers and not to his superior officer. Authors and publishers, who naturally forego royalties or profits on review copies, think of the books as the perquisite of the reviewer, not as a possible source of income for the reviewing medium.

# News of the Week

## Publishers Nominate Officers

W. MORGAN SHUSTER, President of D. Appleton-Century Company, has accepted the nomination for President of the National Association of Book Publishers on the ticket which the Nominating Committee will present to the annual meeting on January 16th. His election will meet with special approval among members on account of the effective and impartial way with which he conducted the recent meetings on the making of the trade publishers' code. The other officers nominated are as follows: *First Vice President*, W. W. Norton of W. W. Norton & Company; *Second Vice President*, Alexander Grosset of Grosset & Dunlap; *Third Vice President*, Herbert F. Jenkins of Little, Brown & Company; *Fourth Vice President*, Donald C. Brace of Harcourt, Brace & Company; *Secretary*, Eugene Reynal of Reynal & Hitchcock and Blue Ribbon Books; *Treasurer*, Thayer Hobson of William Morrow & Company. Other members of the Board of Directors are Howard C. Lewis of Dodd, Mead & Company, Bennett Cerf of the Modern Library, Robert K. Haas of Smith & Haas. Mr. Norton, Mr. Reynal and Mr. Brace of the above mentioned officers were also nominated for the Board of Directors.

The term of Cass Canfield as Director and President expires and, under the by-laws of the Association, immediate renomination to the Board of Directors is not permitted. Others whose terms expire are Frank C. Dodd, Alfred A. Knopf, Alfred Harcourt, and Harry Gould.

There has been a feeling among members that on account of the probable upward turning of the tide in business affairs in the next year and the necessity of rebuilding publishing on the strongest possible basis the functions of the Association take on a greater importance than in any year since the organization of the Association fifteen years ago, which followed a business crisis, which, as today, came after chaotic conditions in marketing and in the costs of book production. During the past year the Credit Bureau, under the able management of Mr. Stokke, has supplemented the aggressive general work under Marjorie Griesser as executive secretary.

## A. L. A. on Copyright

THE AMERICAN LIBRARY ASSOCIATION at its convention passed a resolution presented by its Committee on Book Buying and the Committee on Federal Relations which petitioned Congress to permit the United States to enter the International Copyright Union by adherence to the Rome Convention as provided in Senate Bill 1928 and House Bill 5853 as introduced in the last Congress. Thorvald Solberg, former Register of Copyrights, gave a talk on this subject at the Cosmos Club in Washington last week, and is putting all the weight of his influence back of early action.

This measure is commonly called the "short bill" and has previously been opposed by the Authors' League and others who cooperated with the League in its efforts to revise the American Copyright Law. The League's present attitude on the bill has not been announced. From the author's point of view it has left much to be desired, as it leaves American authors subject to manufacturing and registration clauses from which foreign authors are freed. Mr. Solberg believes that if the United States is in the Union matters of domestic copyright will be straightened out.

## Price of Book To Be Maintained

THE Joint Board of Booksellers and Publishers of which Cedric Crowell is Chairman has sent to book publishers the following letter:

"The Joint Board has received many applications for the lowering of the price of a book of a topical nature, and would like at this time to indicate its general attitude toward such applications.

"Let us take as an example a hypothetical book on the current political situation: this book is priced fairly high, and as soon as it becomes popular the publisher requests permission from the Joint Board to reduce the price. The feeling of the Joint Board has been that to approve price reduction after publication causes the loss of public confidence in regard to book prices.

"We therefore urge all publishers when fixing the price of a book of a topical or semi-topical nature to consider in advance that



the publishing industry is opposed to a lowering of price within two years of publication, and urge publishers accordingly to fix prices which they will not wish to reduce."

This decision is in line with the continuous effort of the Board to protect public confidence in book prices and to consider trade problems in relation to their effect on this confidence instead of considering merely the profit or loss in the individual cases.

### Greeting Card "Remainders"

ONE OF THE LARGE MANUFACTURERS of greeting cards, the Volland Company, has written in in agreement with our remonstrance against the display of greeting cards in empty storerooms as Christmas approaches and states that the Greeting Card Association itself has been trying to conquer this menace. If, as it appears, the best manufacturers are refusing to put their overstock into these empty store outlets just as established retailers are beginning to sell, it behooves established stores handling greeting cards to buy only from those manufacturers who have been foresighted enough to understand the evils of encouraging such fly-by-night outlets. One dealer has told us that he is making a close canvass of the manufacturers' cards which are being dumped to his serious disadvantage, and when such manufacturers' representatives call again in February their line will be omitted from next year's purchases.

### The Will of R. R. Bowker

FOUR INSTITUTIONS SHARE EQUALLY in the estate of R. R. Bowker after his widow who has life interest in the property. These institutions in which he had long been so actively interested are:

Brooklyn Public Library  
Brooklyn Institute of Arts & Sciences  
Stockbridge Library Association  
Laurel Hill Association, Stockbridge

All members of the staff of the R. R. Bowker Co. in service over two years (twenty-five in all) receive bequests of stock apportioned at 3, 2 and 1 shares according to length of connection with office. The balance and controlling interest in the business is offered for purchase at book value to four directors of the business: Frederic G. Melcher, Albert R. Crone, Armond Frasca, and Louis C. Greene.



*Photograph by Bachrach*

*Henry G. Halladay*

### Little, Brown Elects

HENRY G. HALLADAY AND JOHN A. REED have been elected directors of Little, Brown & Company, and Mr. Halladay succeeds the late James R. McDonald as secretary of the company. Mr. Halladay came to Little, Brown & Company from Roberts Brothers when that business was acquired in 1898 and has been head of the manufacturing department since 1909. Mr. Reed graduated from Harvard College in 1920, and before joining the staff of Little, Brown & Company in 1930 had several years' valuable bookstore experience with Jordan Marsh Company and De Wolfe & Fiske Company. He will have charge of trade sales and promotion, while Albert W. Stevens continues as sales manager of the trade department. James W. Sherman, who succeeds Mr. McDonald as manager of the text-book department, was also graduated from Harvard in 1920 and came to Little, Brown & Company a year later.

### Catholic Literature Congress

FRANCIS J. SHEED of Sheed & Ward was one of the principal speakers at the Rocky Mountain Catholic Literature Congress, held in Denver, Colorado, November 24th, 25th and 26th. Marie Gratiaa of the St. Louis, Mo., Public Library, was also one of the speakers on the program.

## Sussman Joins Franklin Spier

ANNOUNCEMENT HAS BEEN MADE by the President and Board of Directors of Franklin Spier, Inc., advertising agency, that Aaron Sussman has been elected a director of the corporation and that the name of the corporation has been legally changed to Franklin Spier and Aaron Sussman, Inc.

Franklin Spier was for five years in charge of promotion for Alfred A. Knopf, Inc. For seven years he acted as publishing and advertising counsel to a number of publishers. In 1929 the business was incorporated as an advertising agency. Aaron Sussman has had over ten years' experience in book promotion, having directed the advertising and publicity for G. P. Putnam's Sons, Horace Liveright and Claude Kendall. The firm handles the advertising and promotion of The Derrydale Press, Farrar & Rinehart, The Limited Editions Club, William Morrow & Company, Harrison Smith & Robert Haas and several other houses. Its new address is 24 West 40th St., New York City.

## Judge Reserves Decision on "Ulysses"

ON SATURDAY AFTERNOON, November 25, the first public hearing as to whether or not James Joyce's "Ulysses" should be published and sold in this country was held at the Bar Building. Bennett Cerf, who wishes to publish the book, was represented before Federal Judge John M. Woolsey by Morris L. Ernst, assisted by Alexander Lindley. The attorneys presented a brief on behalf of the book. Judge Woolsey said that he had read all but the last ten pages of "Ulysses" and found it very disturbing, and was puzzled as to what decision to render, but he went on record as opposed to censorship in general. The Judge reserved his opinion.

## Bunin Volumes Republished

THE AWARD of the Nobel Prize for Literature to Ivan Bunin had no sooner been announced than word came from Alfred A. Knopf that new editions of Bunin's famous works, "The Gentleman from San Francisco," and "The Village" would be reissued in new editions as soon as they could be put through the presses. The two volumes are now published, with attractive typographical jackets, stressing the Nobel award.

## Mailing Dates

THE FOLLOWING LIST shows the latest dates of mailing for delivery in foreign countries before Christmas. Clip it out and post it in your store where it may be easily referred to by clerks or customers. The list shows the latest date of dispatch from New York and covers letters, cards and newspapers. Parcels should be posted several days earlier and ample time should be allowed for mail to reach New York in time for dispatch.

BELGIUM	Dec. 15
BERMUDA	Dec. 19
DENMARK	Dec. 9
ENGLAND	Dec. 15
FRANCE	Dec. 15
GERMANY	Dec. 15
IRELAND (Northern)	Dec. 15
IRISH FREE STATE	Dec. 15
ITALY	Dec. 15
NETHERLANDS	Dec. 15
NORWAY	Dec. 9
PALESTINE	Dec. 9
SCOTLAND	Dec. 15
SPAIN	Dec. 9
SWEDEN	Dec. 9
SWITZERLAND	Dec. 15

## It Was Edith Wharton

EARLE F. WALBRIDGE writes us to correct a statement by Edith M. Stern in her article "Word of Mouth in Store Clothes" in the November 11 issue of the *Publishers' Weekly*. Mrs. Stern credited Katherine Fullerton Gould with an immortal statement about "culture-hunters." Says Mr. Walbridge, "'Twasn't. It was Edith Wharton. First sentence of 'Xingu.' 'Mrs. Ballinger is one of the ladies who pursue Culture in bands, as though it were dangerous to meet it alone.'"

## Writing for the Radio

CLAUDE KENDALL ANNOUNCES for December publication "Creative Writing for Radio" by David Hale Halpern of the Massachusetts State Department of Education. The market for this type of book is indicated by the fact that there are 95 colleges and universities offering instruction on the new technique of the air. Two years ago Century published "Radio Writing" by P. Dixon, which is up to date and available on the Appleton-Century list.

## Rockefeller Center Bookshop

A NEW BOOKSHOP has been opened in the 70-story R.C.A. Building in Rockefeller Center. The shop is situated on the ground floor between the elevator banks and is attractively decorated in panelled wood. It is operated under the Union News Co., with Edith M. Wells, formerly at the New Waldorf Bookshop, as manager.

## Biographical Guide

A COMPANION VOLUME to "Living Authors" was published on December 1 by the H. W. Wilson Co. "Authors Today and Yesterday" is a biographical and autobiographical guide to modern world literature, and contains an entirely new set of biographical subjects, drawn from writers, living and dead, of the Twentieth Century. The book has been edited by Stanley J. Kunitz, who was assisted by Howard Haycroft and Wilbur C. Hadden. Each of the 320 sketches in the book is illustrated with a portrait.

## Medal to Booth Tarkington

BOOTH TARKINGTON was recently awarded the gold medal of the National Institute of Arts and Sciences. This is the twenty-fourth award of the Institute, but only two of the previous recipients have been novelists. They were William Dean Howells, who received the award in 1915, and Edith Wharton, who was so honored in 1924. At the time of the announcement of the award to Mr. Tarkington, it was also announced that the American Academy of Arts and Letters had awarded its gold medal for good diction on the stage to Lawrence Tibbett.

## W. N. B. A. Meeting

AT THE REGULAR monthly meeting of the Women's National Book Association on November 28th Alice E. Klutas was reelected president; Elizabeth L. Gilman was elected first vice-president; Mary Graham Bonner was reelected second vice-president; Toinette M. Johnston, recording secretary; Ruth Stafford, corresponding secretary, and Josephine Pfanstiehl, treasurer. Mrs. Elizabeth Fance and Mrs. John H. Koch were reelected to the Board of Managers for the three year term in addition to Rosamond Beebe. Elinore Thaw Denniston was elected to fill Miss Gilman's place for the two year term.

## Discount Schedules Appear in Many Codes

THE CODES OF VARIOUS MANUFACTURING INDUSTRIES are steadily going forward, and enough of these have come along to make it possible to give some analysis of their characteristics. Such codes as affect retailers have in many cases changed the rate of cash discounts on invoices to lower figures than were previously used. Many codes include a prohibition of consignment selling, and retailers have argued at Washington that this will be a disadvantage to small manufacturers who, through that method, might get a quicker display of their goods. Another large percentage of such codes includes provisions specifying that advertising allowances up to 50% of the net cost of the space are permissible. Retailers have urged that such allowances should only be made where there is proof of legitimate use.

Practically all manufacturing codes prohibit sales below cost and provide for standard cost accounting systems. Many codes provide for the filing of the manufacturer's net prices, price lists and discount sheets, these to be placed on file with the code authority. No code has yet been passed which provides for the control of the resale price at the point at which the goods reach the consumer. In the cleaning and dyeing code there has been a type of price fixing in an endeavor to combat vicious price cutting.

## Bentzien Resigns

H. SIDNEY BENTZIEN, Treasurer of the Oxford University Press, severed his connection with that firm on November 30.

## Union of Federal Educational Agencies

HAROLD L. ICKES, Secretary of the Interior, has announced that the functions of the Federal Board for Vocational Education have been transferred to the United States Office of Education in the Department of the Interior. Dr. George F. Zook, U. S. Commissioner of Education, will direct the activities of the enlarged Federal Office of Education. Dr. J. C. Wright, Director of the Federal Board of Vocational Education, will become Assistant Commissioner of Vocational Education with no change in duties.



# Communications

*Your Opinions Are Valuable. Write the Publishers' Weekly*

## TRUTH ABOUT REMAINDERS

The Hampshire Bookshop, Inc.  
Northampton, Mass.  
November 4, 1933

*Editor, Publishers' Weekly:*

In relation to the remainder question I am having a copy made of a letter which was sent to me from one of our old customers to whom we have sent with some others the enclosed slip. (See p. 1926.)

It is the finest statement of truth, as to what the remainder business is doing to bookshops that I have seen on the part of a friendly customer.

MARION E. DODD  
*The Hampshire Bookshop*

Maryland  
Oct. 31, 1933.

The Hampshire Bookshop, Inc.,  
Northampton, Massachusetts.

DEAR SIR:

I am just in receipt of your little catalog and notification to the effect that as it appears that I have not purchased any books from your shop for some time my name will reluctantly be taken from your mailing list.

I shall, of course, be sorry to be dropped from your mailing list, especially not to receive your Christmas catalog and announcements which I enjoy.

My interest in books has not waned; I have bought a great many books this summer, about three hundred dollars worth. But I have bought them at such ridiculously low prices here in Washington, D. C., at book sales, that I could not turn any of the business to you.

Brentano's books of travel, biographies, early American, etc., priced at \$5 were sold by a department store here for 40 cents a volume, having been bought by this store from Brentano's for 15 cents each. Their \$2.50 and \$3.50 books sold for 29 cents each. Included current and recent publications. I purchased beautifully illustrated art books listed by Scribner's at \$25 each and up for \$5 apiece, and less. Many special limited editions, signed and numbered, selling originally for \$20 to \$50 I purchased from \$2 to \$5. Yesterday at Whelan's Chain Drug Stores I purchased Joseph Hergesheimer's three short novels published by Knopf, in box, list price \$2.50, selling price 69 cents. Publishers' overstocks. They have many five dollar books for 98 cents; copies of "Early American Homes" (priced at \$10) sell for \$2.50. Books have been and still are being fairly given away here, they can be selected, no postage to pay. Which accounts for my not having placed any orders with you. The Century books on early American Silver, early American Textiles, early American Glass, etc., priced at \$4, sell for a little over \$1 at

the above mentioned drug stores. These are all standard books, new, original editions, and simply represent publishers' overstocks or stores going out of business.

I regret not having sent you any business but have enjoyed your announcements. Next time I pass through Northampton I shall hope to visit your shop.

With best wishes, I am,

Sincerely yours,  
A Customer

## PROMOTE BOOKSTORES FIRST

*Editor, Publishers' Weekly:*

It seems as though in a territory as sparsely settled as is this "Great American Book Problem" country it should be the constant aim of the organized publishers to develop outlets that are and will be capable of handling the demands of that territory.

I have only one suggestion to offer, knowing that it may not get far nor have much weight, for my book business other than University texts is insignificant (and I intend to keep it so) and that is the number of dealers should by some method be restricted and then forced to carry adequate and complete stocks. If ever there was a time to do this it is now, with the various codes in preparation and with the opportunities for co-operation presented to the various industries.

When publishers make some attempt to promote bookstores first and books second this whole "desert" of yours will show increased book sales, and I think that if that time comes I shall be prepared to conduct a book business, in that I will not have to compete with drug stores, shoe shining parlors, grocery stores and dime stores for the volume business that is essential to maintain an adequate stock of books.

Behind all this lies what I consider to be the prime factor in all sales made by manufacturers, publishers and distributors and that is that no sale has been made by such organizations until the sale has been completed and the goods are in the hands of the consumer. To have induced another dealer to take on a stock of goods that is somewhat foreign to his general line and thus "sell" him does not constitute a sale in the final

analysis and until now too much stress and too much weight has been placed upon the sales of manufacturers rather than upon the sales of retailers. When the retailer is given consideration as the ultimate index for "sales" then and not until then will there be an index worthy of consideration for judging consumption whether that consumption be books or food stuffs.

JAMES C. BANGS.

#### GREETING CARD REMAINDERS

The P. F. Volland Company  
565 Fifth Avenue  
New York  
November 21, 1933.

Editor, *Publishers' Weekly*:

I have noted with interest the editorial in your issue of Nov. 18th, headed "Unfair Competition," and dealing with the prevalence of temporary greeting card stores.

In justice to the members of the Greeting Card Association I should like to say that that organization has been opposed almost from its inception to this temporary store evil, and the membership have committed themselves time and again in their trade practice recommendations not to sell this class of trade.

Unfortunately, there are many other sources of supply for greeting cards which do not share the attitude of the members of the Greeting Card Association. A serious attempt is being made, however, in the newly proposed Code for the Greeting Card Industry to deal with this question of remainders in a constructive fashion. It is just as much of a problem as that of book remainders in the book publishing field.

If you see fit to give this letter publicity, as representing the stand of the Manufacturers' Group which is the main source of supply for the retail trade, I am sure your action will be appreciated.

F. H. EVANS,  
Manager

#### Obituary Notes

##### MICHAEL MONAHAN

MICHAEL MONAHAN, essayist, satirist and critic, died on November 22nd in New York City at the age of 68. He was educated by his father, a classical scholar, and became a reporter in Albany in 1887. In 1903 he founded a literary magazine *The Phoenix*

which was later superseded by *The Papyrus*. In 1914 he attracted a great deal of attention by his attack on the rise of feminism and wrote in an anti-suffrage magazine that American people "are living under a gynarchy." Up to 1914 he had written two volumes of essays "At the Sign of the Van" and "Nova Hibernia." He was also the author of "The Road to Paris," "An Attic Dreamer," "Nemesis," "My Jeanne d'Arc," "Dry America," and an appreciation of Heine and "Palms of Papyrus."

##### HORACE L. HAYWARD

HORACE L. HAYWARD, president of the Americana Corporation and for many years publisher of the *Encyclopedia Americana*, died on November 13th in Chicago after a long illness. He was sixty-five years old. Mr. Hayward came to Chicago in his youth and joined the Americana Corporation thirty years ago. In 1909 he began the publication of the *Encyclopedia*. He retired two years ago because of ill health. In 1928, Mr. Hayward offered President Coolidge an annual salary of \$25,000 and an added \$1 a word for everything he wrote as advisory editor.

##### H. D. SLEIGHT

HARRY D. SLEIGHT, historian, died at Sag Harbor, L. I., on November 4th in his fifty-eighth year. He was a newspaper writer and author of a great many books on Long Island history. He wrote "Earlier Days in Sag Harbor," "The Sleights of Sag Harbor," and "Whaling on Long Island." He compiled the town records of East Hampton, Brookhaven, and Huntington Townships only a few years ago.

##### WILLIAM G. SHEPHERD

WILLIAM G. SHEPHERD, staff writer for *Collier's Magazine*, journalist and author, died on November 4th in Washington, D. C., at the age of 55. During his thirty-five years in journalism, Mr. Shepherd traveled in many lands and wrote of many things, from dietetics to revolutions. Besides writing news events, he wrote a good deal of fiction, and in his memoirs "The Confessions of a War Correspondent" he told of his experiences from his earliest newspaper days. Mr. Shepherd was the author of "The Scar That Tripled," "Boy's Own Book of Politics," "Great Preachers as Seen by a Journalist" and his memoirs.

# P. W. Market News

## One Month from Now—A Forecast

THE CROSS OF PEACE, by Philip Gibbs. *Doubleday, Doran*, \$2.50.  
 THE DEATH WISH, by Elizabeth Sanxay Holding. *Dodd, Mead*, \$2.  
 L'AFFAIRE JONES, by Hillel Bernstein. *Stokes*, \$2.50.

PASSIONS SPIN THE PLOT, by Vardis Fisher. *Doubleday, Doran*, \$2.50.  
 TIMBAL GULCH TRAIL, by Max Brand. *Dodd, Mead*, \$2.  
 BILL HAD AN UMBRELLA, by Louise Platt Hauck. *Penn*, \$2.  
 MOON THROUGH GLASS, by Coningsby Dawson. *Knopf*, \$2.50.  
 RUSSIA TODAY, by Sherwood Eddy. *Farrar & Rinehart*, \$2.

THE THIN MAN, by Dashiell Hammett. *Knopf*, \$2.  
 THE CADAVER OF GIDEON WYCK, ed. by Alexander Laing. *Farrar & Rinehart*, \$2.

MANHATTAN MASQUERADE, by Frederic Arnold Kummer. *Sears*, \$2.

Jan. 3. The story of a war hero to whom the cause of peace means more than his war medals.

Jan. 3. A mystery story, laid on Long Island, by an author known for her romance fiction.

Jan. 3. To be backed by national publicity and advertising, started with the double-page colored announcement to the trade in last week's *P. W.* Literary Guild selection.

Jan. 3. The second novel in the tetralogy begun with "In Tragic Life."

Jan. 3. A new one by a sure-fire western author.

Jan. 5. By the author of best-selling romances.

Jan. 8. "A Path to Paradise" was successful in sales and rentals.

Jan. 8. A timely book, giving Mr. Eddy's dramatic interpretation of his trip through Russia. F. & R. will have news broadsides on the book.

Jan. 8. Backed by a considerable advertising and promotion campaign.

Jan. 9. The jacket and frontispiece by Lynd Ward will probably be made into posters—they give an idea of the gruesome quality of the book.

Jan. 9. With their Jan. 2nd books and "Conspiracy" on the 9th, Sears will advertise this in all the trade papers and imprint publications (See *P. W.* ad. Nov. 25th)—also newspaper advertising and a special campaign in 3,000 rental libraries.

## Out This Week

THE BROTHERS KARAMAZOV, by Feodor Dostoevsky, il. by Boardman Robinson. *Random House*, \$3.50.

DE VRIENDT GOES HOME, by Arnold Zweig. *Viking Press*, \$2.50.

INTERNAL REVENUE, by Christopher Morley. *Doubleday, Doran*, \$2.50.

THE MAN OF THE RENAISSANCE, by Ralph Roeder. *Viking Press*, \$3.50.

MARY OF NAZARETH, by Mary Borden. *Doubleday, Doran*, \$2.50.

MOTHER, by Kathleen Norris. *Doubleday, Doran*, \$1.

ONLY YESTERDAY, by Frederick L. Allen. *Blue Ribbon Books*, \$1.

PROHIBITING POVERTY, by Prestonia Mann Martin. *Farrar & Rinehart*, \$1.

REMEMBER WHEN—, ed. by Thérèse Bonney. *Coward-McCann*, \$2.

THREE LITTLE PIGS. *Blue Ribbon Books*, \$1.

Advance sales as good as though it were a new novel. Original illustrations now on display at the Channel Book Shop and the Washington Square Book Store, N. Y.

A novel dealing with conflicting interests in Palestine. Special tieups with lecturers and Rabbis.

Morley's first collection of essays in five years. The rotogravure section in the back has been reprinted in a booklet for stores. Posters available.

Viking's big non-fiction book. \$3500 advertising campaign. Lithographed cloth banner available.

D. D. is pushing it as a Christmas gift. There is a poster with a drawing by Lois Lenski.

A book that has sold over a million and a half copies, in a new format—also a gift item.

117,000 sold at \$3. Salesmen sold 10,000 at \$1 in two weeks. B. R. B. have a big central display with two side cards tying up with the movie and past success of the book.

Three printings in its original publication by the author. The Bookshop Round Table Group has had great success with it.

Pictures from book, mounted on easels, with captions, for display.

50,000 already sold with 50,000 more ordered, half ready on Dec. 1, half on Dec. 8. F. A. O. Schwartz in N. Y. is enthusiastically reporting big sales. Small poster ready. Advertising.



# P. W. Market News

## Current Best Sellers

ANTHONY ADVERSE, by Hervey Allen. *Farrar & Rinehart*, \$3.

OIL FOR THE LAMPS OF CHINA, by Alice Tisdale Hobart. *Bobbs-Merrill*, \$2.50.

WITHIN THIS PRESENT, by Margaret Ayer Barnes. *Houghton Mifflin*, \$2.50.

ONE MORE RIVER, by John Galsworthy. *Scribner*, \$2.50.

AFTER SUCH PLEASURES, by Dorothy Parker. *Viking Press*, \$2.25.

CROWDED HOURS, by Alice Roosevelt Longworth. *Scribner*, \$3.

LIFE BEGINS AT FORTY, by Walter B. Pitkin. *Whittlesey House*, \$1.50.

THE EDWARDIAN ERA, by André Maurois. *Appleton-Century*, \$3.

MARIE ANTOINETTE, by Stefan Zweig. *Viking Press*, \$3.50.

MORE POWER TO YOU! by Walter B. Pitkin. *Simon & Schuster*, \$1.75.

The leader in seven out of the nine cities from which bookstores report their weekly best sellers to the *Times*.

Fifth printing. A best seller at Philadelphia, Washington, Atlanta, and St. Louis stores reporting to the *Times* last week.

35th thousand. McClurg's fiction leader for the third week.

Second in fiction in New York, St. Louis and San Francisco last week.

A best seller at five Chicago stores last week, according to the *Daily News*, second at Ballantyne's and the Wayfarer Book Shop in Washington, and third at Brentano's, N. Y.

New York, Philadelphia and St. Louis stores report in first in non-fiction in the *Times*. Thirteen out of fifteen stores make it Chicago's best seller, according to the *Daily News* bulletin.

New York, Philadelphia, Atlanta, and Chicago stores report it a best seller in the *Times*. McClurg's best seller for the past week in non-fiction.

The leader, last week, at four Boston stores, second in Philadelphia.

Good advance sales for Christmas, with stores on the West Coast, in Boston and Chicago getting their stock in.

Second in non-fiction on McClurg's latest list. Reported a best seller in New York and St. Louis last week.

## Other Bookstore Favorites

WINNER TAKE NOTHING, by Ernest Hemingway. *Scribner*, \$2.

THE BIRD OF DAWNING, by John Masefield. *Macmillan*, \$2.50.

AH KING, by W. Somerset Maugham. *Doubleday, Doran*, \$2.50.

RABBLE IN ARMS, by Kenneth Roberts. *Doubleday, Doran*, \$2.50.

THREE CITIES, by Sholom Asch. *Putnam*, \$3.

OVER HERE, by Mark Sullivan. *Scribner*, \$3.75.

TIMBER LINE, by Gene Fowler. *Covici, Friede*, \$3.

FLUSH OF WIMPOLE STREET AND BROADWAY, by Flora Merrill. *McBride*, \$1.50.

THE ROOSEVELT REVOLUTION, by Ernest K. Lindley. *Viking Press*, \$2.50.

TESTAMENT OF YOUTH, by Vera Brittain. *Macmillan*, \$2.50.

One of the three best sellers in fiction at three San Francisco stores last week.

Fourth printing. All Macmillan branches report sales good, especially Boston. Going well in N. Y. too.

Brentano's, N. Y., best seller in fiction for the second week.

Sold after "Anthony Adverse" in four Boston shops last week. Offer it with "Arundel" as a good Christmas gift for men.

Fifth printing. Doing especially well in Chicago.

A best seller in Boston and New Orleans stores reporting to the *Times*. A McClurg best seller.

Going particularly well in Chicago, Denver and the Far West. The month's best seller at Edith Farnsworth's Book Store in Colorado Springs.

Third printing. Flush autographed his books at Brentano's, N. Y., one afternoon last week, and made his biography the store's best seller in non-fiction for the week.

First in non-fiction at two Washington stores last week.

Fourth printing. Has been selling over a thousand a week ever since publication.

# P. W. Market News

## Points of View on N.R.A.

EVERY WEEK this department prints a list of books on special subjects. We will be glad to receive suggestions from booksellers as to subjects which will be helpful to them.

THE NATIONAL INDUSTRIAL ACT AND WHAT IT MEANS TO THE ACCOUNTANT. By Nelson Burr Gaskill. *Nat'l Ass'n of Cost Accountants*, \$1; 25c to members.

A SOCIALIST LOOKS AT THE NEW DEAL. By Norman Thomas. *League for Industrial Democracy*, 10c.

THE DILEMMA OF THE SUPREME COURT: Is the N. R. A. Constitutional? By Maurice Finkelstein. *John Day*, 25c.

OUTLINE OF NEW DEAL LEGISLATION. By Howard S. Piquet. *McGraw-Hill*, 60c.

FEDERAL AND STATE LEGISLATION FOR UNEMPLOYMENT RELIEF AND NATIONAL RECOVERY, 1933. By M. Stevenson and Lucy Brown. *Public Administration Service*, 25c.

WHAT EVERY WORKER SHOULD KNOW ABOUT N. R. A. By Earl Browder. *Communist Party*.

THE N. R. A.; "National Retrogression Act." *New York Labor News*, 15c.

## Trade Note

THE BEACON PRESS, 25 Beacon Street, Boston, has taken over from Harper & Bros. "The Eternal Spirit in the Daily Round," by Frank Carleton Doan.

## Notice to Control Card Users

THE PRICE of the "New Champlin Encyclopedia for Young Folks: Vol. 4, Plants and Animals" (Holt) has been changed from \$5 to \$6.

"A Thatched Roof" by Beverley Nichols (Doubleday) has been postponed from Dec. 6th to Dec. 13th.

"Charles Dickens: His Life and Work" by Stephen Leacock (Doubleday) has been postponed from Dec. 6th to Jan. 3rd.

Through an error the Author's Record was omitted from the card on "Queer India" by H. George Franks (Morrow—Oct. 18). The publishers wish attention drawn to the fact that Mr. Franks is an English journalist

whose long residence in India has given him unusual opportunity for research into the queer practices of the country.

## Business Notes

CHICAGO, ILL.—Emily B. Connor has sold her shop, The Park Lane Book Nook, to Mary Maddock. Mrs. Connor has had to leave Chicago on account of her husband's health and is now in Houston, Texas.

NEW YORK CITY—The New Deal Book Store has been opened at 5 East 14th Street. The shop will carry out-of-print, rare, second-hand and new books. The proprietor is L. J. Vallon.

ROCHESTER, N. Y.—The Children's Book Shop was recently opened at 293 Alexander St. by Madeleine S. Heilbrunn (Mrs. Robert Heilbrunn) and Beatrice deLima Meyers (Mrs. Walter S. Meyers). The shop has children's books for sale and runs a rental library for older children.

SIoux CITY, IA.—The Sioux City Stationery Co. at 404 Sixth St. has been purchased by Charles V. Palmer. E. E. Petty will have charge of the books.

SIoux CITY, IA.—The Bungalow Book Shop has been opened by Mrs. A. E. Mahany at 3615 Garretson Ave.

WHITMIRE, S. C.—Nora Worthy's Book Store, a shop having books for sale and a rental library, has just been opened. Ann E. Hatton Lewis is the manager.

## Auction Calendar

WEDNESDAY EVENING, DECEMBER 6, AT 8:15, AND THURSDAY AFTERNOON AND EVENING, DECEMBER 7, AT 2:15 AND 8:15. First editions, autographs and manuscripts, the collection of Robert H. Tannahill of Detroit and selections from the library of Carroll Carstairs of New York. (Items 701.) American Art Association Anderson Galleries, Inc., 30 East 57th St., New York City.

TUESDAY AFTERNOON, DECEMBER 12, AT 2 O'CLOCK. The famous collection of Spain formed by the late Congressman Ernest R. Ackerman. (Items 342.) J. C. Morgenthau & Co., 23 West 47th St., New York City.

## Change in Price

DOUBLEDAY, DORAN & CO., INC.  
*Junior Books*

Beginning November 1st the following books by Dorothy and Marguerite Bryan were increased from \$.75 to \$1 each:

"Johnny Penguin."

"Michael Who Missed His Train."

"Michael and Patsy on the Golf Links."

# BOOKMAKING

A MONTHLY DEPARTMENT

## On Book Illustration

*Thomas Craven Opens the A. I. G. A. Show*

AT THE OPENING OF THE EXHIBIT of book illustration of the American Institute of Graphic Arts, Thomas Craven, author of "Men of Art" and one of the members of the jury who selected the books for the exhibit, expressed his opinions on the present day book illustration and its possibilities for the future.

"In the book stores," he said in part, "I hear the comment that picture books are back again, but, they are back, as anyone can see, the bad with the good, and it should be the purpose of a group like the Institute to help give emphasis to the good and give encouragement to the illustrator and the publisher of the best possible material.

"Time was," said Mr. Craven, "and perhaps still is when the word 'illustrator' was used as a reproach by one artist to another, a slur by which one artist would deprecate the value of another's work, but to dismiss the art of illustration in this way would be to put aside much that belongs in the history of great art. Great artists from Leonardo down have often given of their time and talent to increase the representational side of painting. Painting did go for a period far toward competing with the camera, but recently it has probably swung too far the other way in looking with discredit on all illustration.

"Illustration might be defined as the effort to reinforce some idea that was originally conceived in words. You can't represent the actual effect of words. But if not, then why illustrate? Because, for one thing, book illustration can serve very definite descriptive purposes, as shown in the volume in the exhibit entitled 'The Carpenter's Tool Chest,' in which we have a representation. What is

being described is more clear than words alone can make it. Such work does not impinge on art, but it is an entirely valid part of book illustration. It is when illustration has in it the real personality of the artist that the difficulties of defining book illustration increase. If the artist is one who has had similar experiences to those of the author, he can heighten the feeling that is given by the text to the reader, but unless the artist has had some live experience of his own, he can have *no* effectiveness as an illustrator. In some cases the best results are reached when the illustrator and the author are one and the same person, as in the books of Blake, or in the present exhibit, 'Animosities' by Peggy Bacon, or books may reach similar harmony when there is a peculiar similarity between the imagination and experiences of author and artist, as when Aubrey Beardsley illustrated Oscar Wilde. The artist *cannot* get his material out of the text of the book, and, if the illustrator has had no experience himself, he has nothing to contribute to the pattern. Compare, for example, the photographic illustrations to Hemingway's "Death in the Afternoon," which illustrations give valuable data about the details of bull fighting, with those of Goya, who expresses in his pictures of bulls his deep understanding of all that goes on in the arena. Or study Daumier, who always gave of his own life experience in every illustration. The text supplied him with such matter, but life supplied him with power to interpret. Illustrations accompanying a great text can also take on character of their own quite aside from the text, as, for instance, Rembrandt's illustrations of Bible scenes.

"Publishers' difficulties are many. Often



the book submitted is mechanically well done, and yet the artist contributes too little. How is the publisher to find the right artist for the right book? Not an easy task, but if the artist who attempts an assignment does perfunctory work, the publisher should stand by his ground and throw such work out. In the making of de luxe books there is the additional pitfall of an academic approach to the subject, which leaves the pictures and the text in almost two separate exhibits. We might use the case of 'Dumb-Belles Lettres' by Juliet Lowell, with illustrations by Soglow, as an example of how an illustrator can enter thoroughly and appreciatively into the very spirit of the text. A book with photographic pictures of an acrobat tumbling was one that was very seriously considered by the jury for inclusion because the maker of the photographs had so completely entered into the spirit of the book.

"On the whole, the jury," said Mr. Craven, "felt that children's books excelled all other books submitted. Perhaps it may be because the children cannot be fooled about illustrations as easily as can the grownups. Often, too, it is because the author is his own illustrator. On the whole, the showing of children's books is excellent."

The success of the camera in illustrating books was also commented on by Mr. Craven, who said he had formerly had some feeling of opposition to the camera as an illustrative art, yet he cheerfully gave his votes to the jury on such successful pieces of illustration as "The Second Picture Book" by Mary Steichen Martin and Edward Steichen, "The Crime of Cuba" by Carleton Beals, "Mexico" by Anton Bruehl. Here photographs were used for their best descriptive purposes to illuminate things that needed

describing. The highest type of illustration might, he felt, be in the case of a book like "The Brothers Karamazov" by Dostoyevsky in which an outstanding artist like Boardman Robinson was in close sympathy with the text and could interpret it in a way that was completely harmonious with its spirit. If Boardman Robinson should prove corruptible and could be persuaded by some publisher to do "Idylls of the King," we could see how far wrong book illustration could go. As an example of such mistakes, he pointed out that Christy had once been called on to illustrate a book of Jack London.

As a way of building ahead for more and better illustrated books, Mr. Craven suggested that the publishers themselves must become more interested in illustrations and therefore more adept in planning illustrations and in finding a market for good illustrated books. That the books should be more carefully handled by an illustrator who can really carry the job through to a successful finish, and finally when the illustrator does accomplish work of a high standard he should be given more credit for what he has accomplished.

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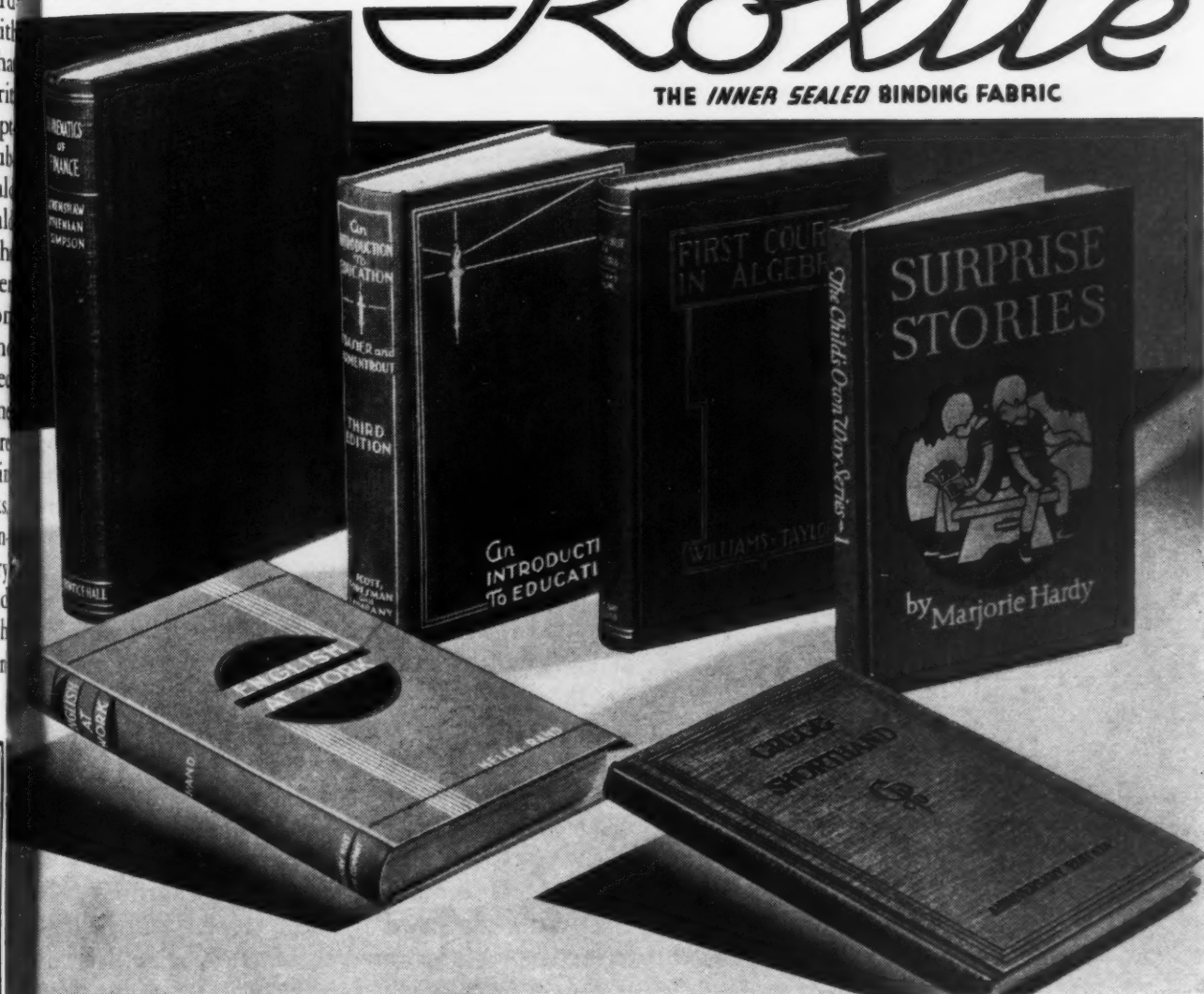
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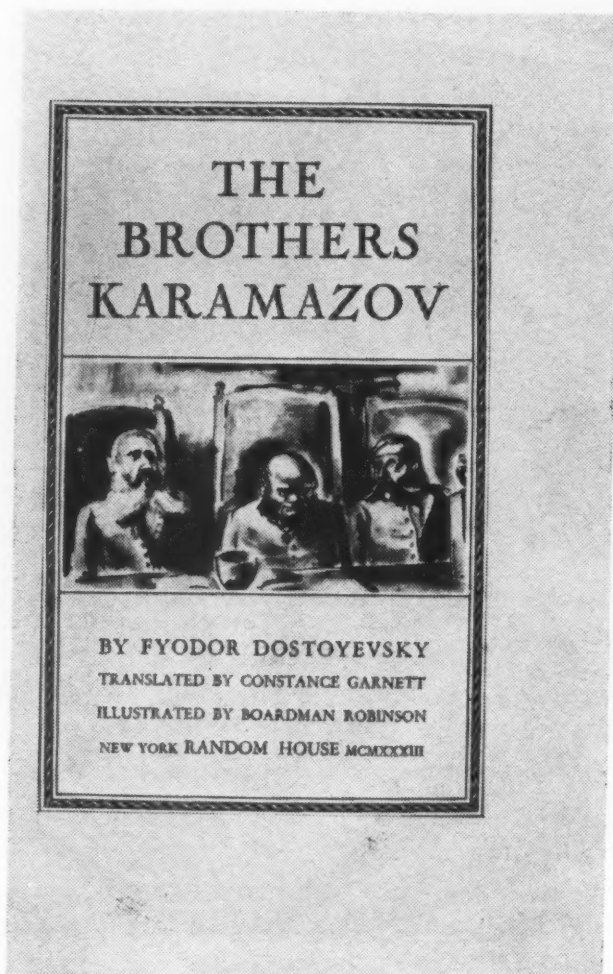
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# Full Trim: A Bias on Current Bookmaking

EVELYN HARTER



*Title-page of "The Brothers Karamazov,"  
illustrated by Boardman Robinson  
(Random House)*

THERE IS SOMETHING HEARTENING in the fact that a good job of illustration in a book almost always kindles in the person who plans it a desire to make the volume otherwise pleasing and worthy. It is true that if a publisher has expended money for illustration, he is likely to be willing to use better materials and to ask for better workmanship than in the ordinary job. Still, as Eric Gill says, "beauty looks after herself," and perhaps it is not too mystical to believe that a fine job of illustration generates in the designer a wish to make the book harmonious and all of a piece. Certainly it sets an atmosphere and gives more body to build on in plan-

ning. Of the 17 books in the Illustrated Book Show which opened last week, all, with perhaps two exceptions, are excellent by the standards of good bookmaking, although the judges were charged to consider nothing but the quality of the illustrations.

A book has just come in which is a superb example of this harmony of illustration and format—Paul Morand's "Paris to the Life," with illustrations by Doris Spiegel. The pictures are soft line drawings, persuasive, revealing, and economical of line. The type matter has been fitted around them in an unstudied, easy manner, and they have been allowed to run into the margins when it suited their nature to do so. They splash their way across the title-page, and endsheets and on to the contents page, and run over on the binding, where one of the drawings is stamped in black ink on a rich old rose cloth. The text is set in Estienne to a wide measure and reproduced by offset along with the pictures on an excellent cream-colored stock. It seems to us completely charming.

We understand that the season will bring forth three illustrated editions of "The Brothers Karamazov"; we have seen only the Random House edition, with illustrations by Boardman Robinson, which is exceptionally interesting. The pictures are successful in catching the brooding, complex Russian characters, and they have been reproduced in a most unusual dark brown color which is a combination of black and a red tint block. The captions on the illustrations are in pure red. The book is set in Granjon and printed on a smooth, slightly cream tinted stock of good opacity. It is bound in black buckram, stamped in gold with bevelled boards. The title-page carries one of the illustrations and is very effective with its black and red border. The book was planned by Robert Josephy, and it was one of the finest volumes in the current Illustrated Book Show.

Another book in the same show is "The Carpenter's Tool Chest," by Thomas Hibben, with illustrations of tools in line by the



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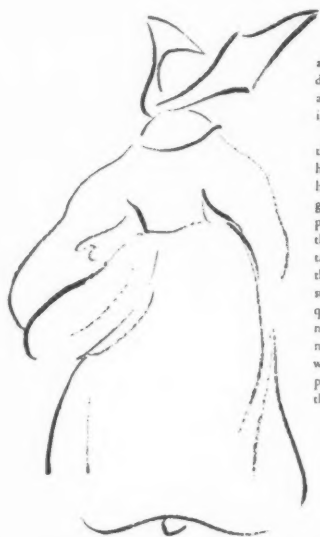
there are the Sisters whose sole duty it is, in the midst of the gaieties of "La Ville Lumière", to watch by the bedside of the dead.

A word is due to the parish priest of the poorest districts, of the "red" areas, where alone and half forgotten he wages war against the propaganda of revolution. Surrounded by unbelievers he treats each faithful child of the Church as a

lost sheep. The least of his flock is of the greatest concern to him. In the local square he collects about him all the children he can find, indiscriminately scattering sweets and baptisms. His chief concern is to make himself beloved.

The finest among them are those whom the spirit of charity has possessed entirely. They are haunted by the misery of the gutter, by the necessities of the poorest slums. They go about their work in threadbare soutanes and shoes that squeak in the puddles with the noise of a suction pump. They, too, frequent the rich but to preach and not to flatter. They give them no rest: come what may they will save their souls. "Give to the poor", they cry, and bundle them off to the foulest slums.

46



*A charming economy of line characterizes Doris Spiegel's illustrations for "Paris to the Life" by Paul Morand, published recently by the Oxford University Press*

author. The pictures, clean and instructive, do exactly what they should, and no more.

We found two books this month on which the bindings seemed to us to surpass any other feature. One is "Remember When?" (Coward-McCann). Whoever picked out the paper for the sides on this book found exactly the right thing, an old-fashioned flowered paper in lavender, yellow and white. It might seem odd to stamp the backbone in the new Umbra type, but actually the stamping looks very well.

The other example of binding which we liked especially was that on "Notes on a Cellar Book," (Macmillan). There is a simple design on the front which you can take for cellar steps or not—it is good design, anyhow. So often a very literal idea like this goes wrong; this one doesn't. This design is stamped in black on Japan tissue sides, front and back, the backbone is bright red natural finish stamped in gold, and the title is stamped again on the front *vertically along the joint* in excellent lettering. Altogether it is a most original binding.

We hope no one will take it amiss if we say that we find it in our heart to wish that

the publishers of "Endpapers" by A. Edward Newton had found it in *their* hearts to do something special in presenting a book by this veteran enthusiast in the book collecting field. It is a presentable job, but we feel that he deserves something more.

A book of woodcuts which no one interested in this form of art should miss is "Old Charleston," (Dale Press). Charles W. Smith, the artist, has at his command a variety of techniques, and is very competent in giving different textures in his buildings, trees, and streets.

### Printing for Commerce Show

THE 10TH ANNUAL "Printing for Commerce" show of the American Institute of Graphic Arts will open in New York on the evening of December 4th. This exhibition will include specimens of printing produced throughout the country since August 31, 1932, which were selected by a jury consisting of Quincy P. Emery, chairman, Maurice N. Weyl, Gordon Aymar and Melvin Loos.

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# Books About Bookmaking

DR. HELLMUT LEHMANN-HAUPT

## *Practical Printing Manuals*

THERE SEEMS TO BE A TRADITION that practical printing manuals, like school books, have to be unattractively made in order to carry weight with their readers. Practical handbooks that are "good-looking" and also easy to read, are rare exceptions. During three years of book reviewing I have noticed that practically all the good books about bookmaking are themselves well-made books. The temptation therefore arises to brand all books that are unattractive in format as well as poor in substance. If such a standard were actually applied, very few printing manuals would pass the test. And indeed, is not a handbook of printing the one case where we are entitled to expect intelligent production and amiable appearance?

Van Doren Stern's "An Introduction to Typography" and Simon & Carter's "Printing Explained" are outstanding examples of good format and good substance.

Of course it would not be fair to judge solely upon appearance. The final test of a handbook is its practical application in the daily routine of the printing shop. The following list, therefore, is not meant to be a critical review, but merely a descriptive index of some recent publications.

THE ART AND PRACTICE OF PRINTING. General Editor *Wm. Atkins*. London (and N. Y.) Pitman, 1932-33. 6 v. \$1.50 each.

V.1.—Typesetting.—Bookwork.—Imposition.—Display. By A. G. Sayers and Joseph Stuart.

V.2.—Letterpress printing.—Make-ready.—Colour printing. By J. A. Place and E. Cunes.

V.3.—Lithography. — Photo-lithography. — Offset.—Bronzing and allied processes. By N. Montague.

V.4.—Photo-engraving. — Electrotyping. — Stereotyping.—Photogravure. By T. S. Barber.

V.5.—Letterpress bookbinding.—Edition case binding.—Machine ruling. By John Mason.

V.6.—Printing office management.—Paper.—Accountancy.—Salesmanship.

MODERN ILLUSTRATION PROCESSES. An Introductory Textbook for all Students of Printing Methods. By *Charles W. Gamble*. London (and N. Y.) Pitman, 1933. \$3.75. The origin of the picture.—The multiplication of the picture.—Modes of printing.—The transfer of ink and the methods of applying pressure.—Paper and ink.—Principles of matrix production.—The rendering of line and tone by printers' ink.—Typical processes.—Colour and its fundamental principles.—The application of colour in picture-making processes.

THE MANUFACTURE OF PRINTING AND LITHOGRAPHIC INKS. By *Herbert J. Wolfe*. N. Y., Macnair-Dorland Co., 1933. \$6.00.

The history of printing ink.—Printing inks.—Printing ink vehicles.—Natural mineral pigments.—Manufactured mineral pigments.—Organic pigments.—Black pigments.—Driers.—Ink compounds.—Typographic printing inks.—Planographic inks.—Intaglio printing inks.—Factory equipment.—Testing.—Modern trends in printing ink.

TECHNICAL PRINTING QUERIES AND REPLIES. Technical questions and authoritative answers on printing problems revised from the weekly feature of *The Newspaper World*, with detailed index. London, Benn, 1933. 2s 6d.

MAKE-READY. By *William W. Hitchner*. Chicago, Robert O. Law Co., 1932.

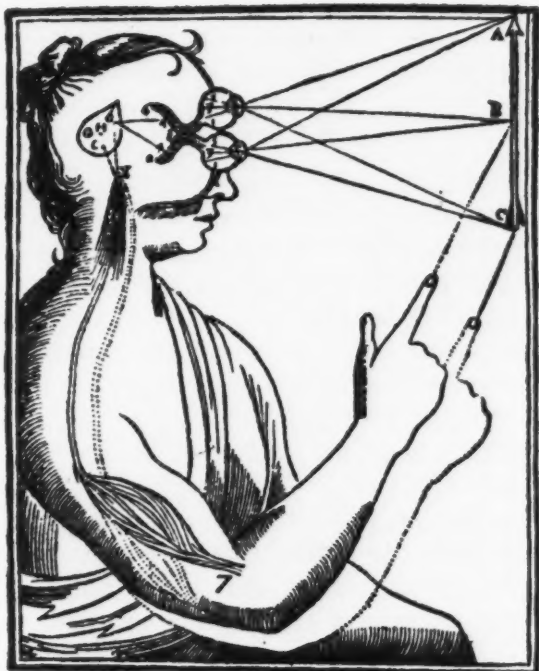
Make-ready.—Hints for printing book work.—Hints on running color process work.—The printing inks that we use.

USEFUL INFORMATION CONCERNING BOOK IMPOSITIONS. Third ed. rev. and enl. N. Y. Tapley, 1932.

General information.—Imposition table of sizes.—Imposition scale of weights.—Impositions.

GRAPHISCHE HILFSBUECHER FUER DEN BUCHHERSTELLER. Edited by *Eugen Kollerker*. Dresden, Buchdruckerei der v. Baensch Stiftung, 1933. 15 pamphlets. 1 Mark each.

TRADE LINOTYPE MARK



*Test Your Eyes  
On This Linotype  
Janson*

Illustration from Descartes Works, 1647

Only part of this page is set on the Linotype . . . some words and phrases are hand set in type cast from the original Janson matrices, which are now in the possession of the Stempel foundry in Frankfort, A. M.

Compare the two cuttings, if you can tell which is which, and see how exactly the Linotype recutting duplicates the original. Janson was cut sometime between 1660 and 1687, probably in Leipsic. It has long been regarded by critics as one of the finest book faces, but was little used in recent years until it became available on the Linotype.

The present popularity of Janson for book work gained momentum when it was selected by Bruce Rogers for the Shaw translation of the *Odyssey*, published by the Oxford University Press. Mergenthaler Linotype Company, Brooklyn, New York.

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### Miscellaneous

ROCKWELLKENTIANA. Few words and many pictures by R. K. and by Carl Zigrosser, a Bibliography and List of Prints. New York, Harcourt, Brace and Co., 1933. \$3.75.

The amazing thing about this "Rockwellkentiana" is the wealth of material collected into a single handy volume, and the price at which it can be bought. The book contains reproductions of Kent's pictures as well as his graphic works, and it will appeal to a wide circle of Kent's admirers. Even his critics will find the information in this book useful.

CHRONOLOGY OF BOOKS AND PRINTING 300 B.C.-1932 A.D. by Helen Gentry and David Greenwood. Decorated by Hilda Scott. San Francisco, Helen Gentry, 1933.

A charming little volume, most pleasant to look at and to handle—but alas, not accurate enough in historical detail to stand a close inspection. "The general purpose of this Chronology" according to the foreword, "is to epitomize a broad procession of events in the development of book production. The special purpose is to provide the student with a handy device for keeping track of contemporaneous events more or less related to some subject he may be studying among the many branches of bibliography."

It seems to me that such a panorama of

contemporaneous events may very well exist within the imagination of a well-informed student, but it is dependent too much upon individual conceptions, and too much at the mercy of constant new discoveries to stand the cold daylight of factual representation in the form of dates and names.

IMPRIMATUR. Ein Jahrbuch fuer Buercherfreunde. IV. Jahrgang. Hamburg, Gesellschaft der Buecherfreunde, 1933.

Since its first issue, this book collectors' yearbook has laid a good deal of stress on the various phases of contemporary bookmaking. The present issue shows the influence of the recent social and political change in Germany. For the first time since its appearance, the volume has been set in a Gothic type face, using Rudolf Koch's "Wallau" type. In an article by Wilhelm Niemeyer, the connection between *Gothic Type and German Language* is emphasized. This is a highly controversial subject. It is true that Germany is the only European country that has continued to use this mediaeval type family up to the present day. On the other hand, it is difficult to forget that Gothic writing is not exactly a German invention, and that at the time of its greatest popularity, between 1250 and 1350, it was a truly international hand. F. H. Ehmcke, the noted Munich type designer, has written a critical *Inventory of Gothic*

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*Typefaces* now available at the various German type foundries. Comparative studies of type-faces are always interesting and instructive. The many eager students who "want to know more about type-faces" should not limit their interest to Roman and Italic. In this connection an article by Heinz Beck may be mentioned. He has written a history of the *Genzsch and Heyse Type Foundry*, covering a hundred years of type designing and type casting in the city of Hamburg.

American readers will be particularly interested to hear that Dard Hunter has written an article on the *One Man Book*. We learn there that Mr. Hunter's great ambition is to make a book on a remote South Sea island, using only materials that would be available among the natural resources of the place.

Considerable attention has been given recently to the *Reform of Music Printing*. There was Hubert Foss' article in English, in the 1932 Gutenberg Yearbook. In the 1933 Gutenberg Yearbook there is an article by Paul Stern on Paul Koch's reforming experiments. In the *Imprimatur* volume that I am reviewing now, there is an interesting account of these same experiments written by Paul Koch himself. We shall have to wait and see whether these innovations can find their way into commercial practice.

### Clinic Meeting

A DISCUSSION of the advisability of including among the recommendations for standard paper sizes a size which would allow for the slim 12mo occupied the second meeting of the Book Clinic of the American Institute of Graphic Arts, held November 24th, at the Women's City Club. John Benbow, of Longmans, Green, pointed out that of the 7 paper sizes which would give a book the proportions of which were 5 to 8, three sizes only could be printed in 64's. Ernst Reichl pointed out that from 1800 to 1850 books, though varying in size, almost without exception

kept the proportion of 5 to 8, and that there was, therefore, adequate historical precedent for that size. The Clinic, after further discussion, voted in favor of including 33" x 41" paper as a recommended standard size.

A discussion of binding cloths brought out that there are now two widths, 36" and 38", but that it has not been possible to standardize on one of these. L. W. Mendes of the Interlaken Mills stated that a saving in manufacture was possible only in the grade of goods used, and that the greatest trouble the cloth manufacturer had was with small special orders for odd colors and widths. Mr. Benbow stated that books with a trim size up to 7½" could be bound in cloth cut four across a 36" roll, while only with very careful cutting could books with an 8" trim size be bound in cloth cut four across a 38" roll.

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# November Book Production

*Monthly Statistics of New Book Titles Compiled from the Weekly  
Record of the Publishers' Weekly Including the Books  
(Not Pamphlets) of All American Publishers*

CLASSIFICATION	November, 1933			Nov. 1932	11 mos. 1933	11 mos. 1932
	New Books	New Editions	Totals	Totals	Totals	Totals
Philosophy, Ethics .....	17	1	18	15	200	233
Religion, Theology .....	57	2	59	77	552	582
Sociology, Economics .....	39	2	41	47	532	578
Law .....	4	—	4	10	72	80
Education .....	10	—	10	11	138	225
Philology .....	14	2	16	7	189	174
Science .....	11	6	17	30	316	353
Technical Books .....	13	2	15	21	188	182
Medicine, Hygiene .....	15	7	22	22	312	310
Agriculture, Gardening .....	4	2	6	5	50	64
Domestic Economy .....	3	—	3	5	57	69
Business .....	7	3	10	4	117	138
Fine Arts .....	18	1	19	10	163	161
Music .....	6	—	6	5	61	63
Games, Sports .....	9	1	10	15	131	163
Literature, General .....	31	4	35	37	250	354
Poetry, Drama .....	43	—	43	49	431	499
Fiction .....	95	47	142	95	1727	1889
Juvenile .....	51	16	67	95	565	679
History .....	40	2	42	47	415	413
Geography, Travel .....	10	3	13	24	210	257
Biography, Genealogy .....	46	6	52	63	493	629
Miscellaneous .....	2	—	2	6	41	65
<b>Totals</b> .....	<b>545</b>	<b>107</b>	<b>652</b>	<b>700</b>	<b>7210</b>	<b>8160</b>

For November, 1932, the totals were:

New books .....	595	New editions .....	105	Totals .....	700
Decrease .....	50	Increase .....	2	Decrease .....	48

Totals for 11 months, 1933, show a decrease of 950 from totals of 11 months, 1932.



# The Weekly Record

*Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

**Ar:** Fine Arts  
**Bi:** Biography  
**Bu:** Business

**Dr:** Drama  
**Ec:** Economics  
**Fi:** Fiction

**Hi:** History  
**Ju:** Juveniles  
**Mu:** Music

**Po:** Poetry  
**Re:** Religion  
**Sc:** Science

**Sp:** Sports  
**Tr:** Travel

## Ackerman, Phyllis

A catalogue of the Rockefeller-McCormick tapestries: three early sixteenth-century tapestries; with a discussion of the history of the tree of life. il. (pt. col.) '33 N. Y., Oxford 100.00

## Adams, Leonie

This measure. 1p. front. (col.) D (Borzoï chap b'ks, no. 7) [c. '33] [N. Y., Knopf] pap., .25, in envelope

## Allen, Frederick Lewis

Only yesterday; an informal history of the nineteen-twenties. 384p. (3p. bibl. note) il. O [c. '31] N. Y., Blue Ribbon B'ks 1.00

## Armfield, Eugene Morehead

No tomorrow, and, January thaw; two short stories [lim. ed.]. 36p. D c. N. Y., Cassowary Press, 433 W. 21st St. bds., 1.50

Two short stories by a young American writer.

## Backlund, Jonas Oscar

Swedish Baptists in America [history]. 160p. (bibl.) front. (diagr.) D [c. '33] Chic., Conference Press, 912 Belmont Ave. .60

## Ballantine, William G.

Peggy in the park. no p. il. (pt. col.) O [c. '33] Springfield, Mass., M. Bradley 1.00

Verses about the flowers, animals and birds that the children see while playing in the park.

## Bayes, Walter

A painter's baggage; il. by the author. 174p. D '33 Bost., Hale, Cushman & Flint 2.00

## Beaven, Albert William, D.D.

Sermons for everyday living. 138p. D [c. '33] Phil., Judson Press 1.00

By the president of the Federal Council of the Churches of Christ in America.

## Beck, Henry Charlton

Death by clue; a mystery novel. 314p. D [c. '33] N. Y., Dutton 2.00

## Ar

A newspaper writer and literary critic is murdered in his home in the pinelands of southern New Jersey.

## Bennett, Charles

Scientific salesmanship, and, Readings in salesmanship. 723p. (2p. bibl., bibl. footnotes) O c. St. Louis, Amer. Efficiency Bureau, 3471 S. Grand Blvd. 5.00

A practical working manual on successful sales methods, adapted to present economic conditions.

## Bennett, H., ed.

The chemical formulary; a condensed collection of valuable, timely, practical formulae for making thousands of products in all fields of industry; v. 1. 547p. O c. B'klyn, N. Y., Chemical Formulary Co., 950 Third Ave. 6.00

## Bishop, John Peale

Now with his love; poems. 98p. O '33, c. '22-'33 N. Y., Scribner 2.50

**Bishop comes to Stow (The);** a fanciful symposium. 154p. front. (por.) D c. Bost., Beacon Press 1.25

A portrait of Franz Ludwig, Bishop of Bamberg and Würzburg in the 18th century, was recently discovered in the attic of a farmhouse in Stow, Massachusetts. How it came to be there provides a theme for stories by seven authors including Eliza Orne White and Walter Prichard Eaton.

## Bliss, Henry E.

Organization of knowledge in libraries. 351p. O '33 N. Y., H. W. Wilson 4.00

## Block, Maurice

François Boucher and the Beauvais tapestries. 45p. (bibl.) il. O c. Bost., Houghton bds., 2.00

A brief study of the Beauvais tapestries, particularly those designed by the 18th century painter François Boucher, with illustrative examples from the tapestry collection in the Henry E. Huntington Library and Art Gallery in San Marino, Calif.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

**Blundell, William**

Cavalier; letters of William Blundell to his friends, 1620-1698; ed. by Margaret Blundell. 336p. front. (por.) O '33 N. Y., Longmans 4.50  
These letters describe the life and times of 17th century England during the Civil War and the Restoration.

**Boissarie, Dr.**

Healing at Lourdes; tr. from the French. 370p. il. Q '33 Balt., J. Murphy 2.25

**Bonney, M. Thérèse, ed.**

Remember when—foreword by Charles Dana Gibson. no p. il. Q c. N. Y., Coward-McCann

bds., 2.00  
A pictorial chronicle of the turn of the century and of the days known as Edwardian, from the editor's collection of photographs.

**Borden, Mary [Mrs. Edward Louis Spears, Bridget MacLagen, pseud.]**

Mary of Nazareth. 312p. (3p. bibl.) D c. Garden City, N. Y., Doubleday 2.50  
A portrait of the Mother of Jesus Christ.

**Borgmann, Rev. Henry**

Libica; liturgy Bible catechism; a text-book for elementary schools, high schools, colleges and the general public; 2nd ed. 244p. D '33, c. '30 Balt., J. Murphy 1.00

**Brooks, D. M.**

The necessity of atheism. 322p. D c. N. Y., Freethought Press Ass'n 2.50

A presentation of the philosophy of atheism in which the author attempts to prove that the principles of atheism offer more for human progress and happiness than the ethics of religion.

**Brown, Louise Fargo**

The first Earl of Shaftesbury [lim. ed.]. 361p. (2p. bibl. and 24p. bibl. notes) il. O (American Historical Ass'n) [c. '33] N. Y., Appleton-Century 4.00

The life of a 17th century English statesman.

**Browne, P. A.**

Brahms—the symphonies. 70p. S (Musical pilgrim ser.) '33 N. Y., Oxford .75

**Bruehl, Anton**

Mexico; lim., signed ed. [photographs]. 50p. il. F '33 N. Y., Delphic Studios, 9 E. 57th St. 12.50, bxd.

**Abbot, C. G.**

Sun spots and weather. 10p. diags. O (Smithsonian misc. coll., v. 87, no. 18) '33 Wash., D. C., Smithsonian Inst. pap., apply

**Beals, Ralph L.**

The Acaxee, a mountain tribe of Durango and Sinaloa. 36p. (bibl. footnotes) O (Ibero-Americana, 6) '33 Berkeley, Cal., Univ. of Cal. Press pap., .35

**Beggs, George E. and others**

Tests on structural models of proposed San Francisco-Oakland suspension bridge. 112p. (7p. bibl.) il., diags. Q (Univ. of Cal. pub'ns in engineering, v. 3, no. 2) '33 Berkeley, Cal., Univ. of Cal. Press pap., 1.50

**Bugg, Eugene Gower**

An experimental study of factors influencing consonance judgments. 106p. (bibl.) O (Psychological monographs, v. 45, no. 2, whole no. 201) '33 Princeton, N. J., Psychological Review Co. pap., apply

**Cheyney, Ralph, ed.**

Banners of brotherhood; an anthology of social vision verse. 38p. S (Driftwind chap'k no. 2) c. N. Montpelier, Vt., Driftwind Press pap., .60

**Bunin, Ivan Alexsievich**

The gentleman from San Francisco; tr. from the Russian by Bernard Guilbert Guerney. 313p. D '33, c. '23 N. Y., Knopf 2.50

★ Fi  
The village; tr. from the Russian by Isabel F. Hapgood. 291p. D '33, c. '23 N. Y., Knopf 2.50  
The author was recently awarded the 1933 Nobel Prize in Literature.

**Bynner, Witter [Emanuel Morgan, pseud.]**

Against the cold. 3p. il. (col.) S (Borzoi chap bks., no. 5) [n. d.] [N. Y., Knopf] pap., .25, in envelope

**Calahan, Harold Augustin**

Sp  
Learning to sail; new ed. 367p. il., diags. D '33, c. '32, '33 N. Y., Macmillan 2.50

**Card, Leslie Ellsworth and Henderson, Melvin**

Farm poultry production. 202p. il. (pt. col.), diags. D c. [Danville, Ill., Interstate Pr. Co., 132 N. Walnut St.] 2.00

**Clark, Thomas Dionysius**

The beginning of the L. & N. 107p. (bibl. notes) S c. Louisville, Ky., Standard Pr. Co. 2.00, priv. pr.

The development of the Louisville and Nashville Railroad and its Memphis branches from 1836 to 1860.

**Connett, Eugene V.**

Sp  
Any luck? il. by Ralph Boyer [fly fishing]. il. O (Windward House) '33 N. Y., Derrydale Press bds., 3.50

**Cooke, Francis B.**

Sp  
Week-end yachting. 255p. il., diags. O ['33] [N. Y., Longmans] 5.00  
Information on acquiring, maintaining and sailing a small yacht at moderate expense.

**Costa, Benet**

Fi  
At war with passion. 299p. D [c. '33] Los Angeles, Wetzel Pub. Co. 2.00  
A tale of adventure and passion, laid in Hawaii.

**De Monzie, A.**

New Russia. 374p. O ['33] N. Y., Peter Smith 4.00

**Dickens, Charles**

Fi  
Dickens all the year round; a Dickens anthology; comp. by H. N. Wethered and Charles Turley; introd. by Bernard Darwin. 422p. il. O [n. d.] Phil., Lippincott 2.50  
Selections from Dickens—one for each day of the year.

**Clapp, Roger**

Woody plants for landscape planting in Maine. 91p. (2p. bibl.) maps O (Univ. of Me. studies, 2nd ser., no. 28) '33 Orono, Me., Univ. of Me. Press pap., apply

**Cohausz, Rev. Otto**

The Pope and Christian education; tr. from the German by George D. Smith, D.D. 131p. S c. N. Y., Benziger pap., .25

**Culbertson, Ernest Howard**

Across the Jordan; a comedy in one act. 22p. diagr. D c. '29, '33 N. Y., S. French pap., .35

Color in court; a play of Negro life in one act. 37p. diagr. D c. '33 N. Y., S. French pap., .35

**Damrosch, Walter Johannes and others**

Unison songs. 147p. front. D (New universal school music ser.) [c. '33] N. Y., Hinds, Hayden & Elredge .60

**Depue, Clare E.**

The redistribution of wealth. 16p. O c. '33 Los Angeles, Wetzel Pub. Co. pap., .20

**Dostoevskii, Fedor Mikhailovich**

★ Fi

The brothers Karamazov; tr. [from the Russian] by Constance Garnett; il. by Boardman Robinson. 833p. O c. N. Y., Random House 3.50  
This is the first illustrated edition of this famous novel.

**Eaton, Joseph J. and Free, Albert F.**

Machine shop science and mathematics; 2nd ed., rev. 177p. il. D '33 Peoria, Ill., Manual Arts Press 1.48

**Eggeling, H. F., ed.**

Advanced German prose composition, for use in colleges and universities; being one hundred graduated English passages. 227p. D '33 N. Y., Oxford 1.50

**Eliot, Thomas Stearns**

Po

The use of poetry and the use of criticism; studies in the relation of criticism to poetry in England. 159p. O (Charles Eliot Norton Lectures for 1932-33) '33 Cambridge, Mass., Harvard 2.00

**Ellard, Rev. Gerald**

Re

Christian life and worship; liturgy of church as revealed in its sacrifice, sacraments, and sacramentals. 379p. il. O (College religion ser.) '33 Milwaukee, Bruce Pub. Co. 2.00

**Fifty books about bookmaking** [introd. by Hellmut Lehmann-Haupt]. no p. S [c. '33] N. Y., Columbia Univ. Press bds., 1.00

A description of the books selected for the exhibition given by the Twelfth Annual Conference on Printing Education at Columbia University, which this year was devoted to the appreciation and promotion of printing.

**Fisher, George Henry**

How to win at stud poker. 111p. D [c. '33] Los Angeles, Stud Poker Press, Box 900 pap., .50

**Fitzpatrick, E. A.**

Re

Highway to God. 411p. il. D (Highway to heaven ser.) '33 Milwaukee, Bruce Pub. Co. 1.64

**Four French comedies of the eighteenth cen-**

Dr

tury; ed. by Casimir Douglass Zdanowicz. 522p. (bibls.) S (Modern student's lib., French ser.) [c. '33] N. Y., Scribner 1.00

Four comedies in French by Lesage, Marivaux, Sedaine and Beaumarchais, for advanced students.

**Gane, Douglas M.**

Tristan Da Cunha: an empire outpost and its keepers, with glimpses of its past and consideration of the future. 173p. D ['33] N. Y., Peter Smith 2.50

**Gessner, Robert**

Po

Upsurge. 42p. front. O [c. '33] N. Y., Farrar & Rinehart 1.00

**Division of Industrial Hygiene**

Handling material accidents, their cause and prevention. 39p. il. O (Div. of Industrial Hygiene bull. no. 181) '33 N. Y., N. Y. State Dept. of Labor pap., .15

**Fortier, Samuel and Young, Arthur A.**

Irrigation requirements of the arid and semiarid lands of the Pacific slope basins. 69p. (2p. bibl.) map, diagrs. O (U. S. Dept. of Agri., technical bull. no. 379) '33 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .10

**Gerstenberg, Alice**

Sentence; a one-act comedy. 25p. diagr. D c. '33 N. Y., S. French pap., .35

**Gleason, E. B., M.D.**

A manual of diseases of the nose, throat and ear; 7th ed. rev. 651p. il. '33 Phil., Saunders 4.50

A dramatic poem about the working classes, the unemployed and the downtrodden of today.

**Glanville, Stephen Ranulph Kingdon**

Ju

The Egyptians. 95p. il. D (How-and-why ser., no. 15) '33 [N. Y., Macmillan] 1.00  
An account of the history, life and art of the ancient Egyptians.

**Green, William Raymond**

Ec

The theory and practice of modern taxation. 273p. (bibl. footnotes) O c. '33 Chic., Commerce Clearing House lea. cl., 2.75

A study, for the layman, of the views on taxation held by leading modern economists and of the principles laid down by them. The author was formerly chairman of the Ways and Means Committee of the U. S. House of Representatives.

**Gross, Ray**

Can it be done? 136p. il., diagrs. D c. N. Y., Simon & Schuster 1.25

Pictured suggestions for needed inventions of all kinds, with articles on the problem of invention, the method of patent procedure, and a calendar of great inventions.

**Hader, Berta Hoerner [Mrs. Elmer Hader] and Hader, Elmer**

Ju

Chuck-a-luck and his reindeer [il. by the authors]. 27p. il. (pt. col.) obl. S c. Bost., Houghton bds., 1.00

A picture story about a little Eskimo boy who goes to New York with his reindeer to be with a department store Santa Claus.

**Harding, Arthur Leon**

Double taxation of property and income; a study in the judicial delimitation of the conflicting claims of taxing jurisdiction advanced by the American States. 336p. O (Harvard studies in conflict of laws, v. 1) '33 Cambridge, Mass., Harvard 3.50

**Harvard studies in classical philology**, v. 44. 259p. O '33 Cambridge, Mass., Harvard 2.00

**Harvest of happy years (A)**; the addresses delivered on the fortieth anniversary of the consecration of William Lawrence as seventh Bishop of Massachusetts. 90p. front. (por.) S c. Bost., Houghton bds., 1.00

**Haupt, Rev. A. J. D.**

Re

The golden ladder. 156p. il. D '33 Burlington, Ia., Lutheran Literary B'd 1.25

**Hecox, Geneva J. and Garlissen, Mariana Cobb**

Our pets; primer. 128p. il. (Good companions) '33 N. Y., Newson & Co. .64

**Hillyer, Robert Silliman**

Po

Some roots of English poetry. 19p. D (Annie Talbot Cole lectures) c. Norton, Mass., Wheaton College Press .75

A presentation of the conservative position in poetry.

**Goodnow, Minnie**

Outlines of nursing history; 5th ed. 517p. il. '33 Phil., Saunders 3.00

**Goolrick, John T.**

Fredericksburg, Virginia; its home and history, the battlefields and the Rappahannock Valley. 33p. il. O c. '33 Fredericksburg, Va., Jas. A. Brown, Princess Anne Hotel pap., apply

**Hall, S. Scott and England, T. H.**

Aircraft performance testing. 216p. (bibl. footnotes) il., diagrs. O '33 [N. Y.], Pitman 4.00

**Hatch, Frieda Wardwell**

Status of the social sciences in secondary schools of Maine. 114p. (2p. bibl.) O (Univ. of Me. studies, 2nd ser., no. 27) '33 Orono, Me., Univ. of Me. Press pap., apply



**Hinks, A. R.**

Maps and survey; 3rd ed. 297p. il., maps O '33  
N. Y., Macmillan 4.25

**Holland, Linton**

Living water. 359p. D [c. '33] Bost., Stratford  
2.50

Stories of man's fight to harness water through the  
ages, from ancient Rome to the present Boulder Dam.

**Hollis, Christopher**

Erasmus. 323p. O (Science and culture ser.) '33  
Milwaukee, Bruce Pub. Co. 2.25

**Homer**

The Iliad of Homer; v. 1, b'ks 1-12; tr. in Eng-  
lish hexameters [from the Greek] by Alexander  
Falconer Murison. 255p. O '33 N. Y., Longmans  
3.50

**Hoste, Rev. C. D.**

The achievement of Nazareth; a study of the In-  
carnation of Our Lord Jesus Christ. 266p. D '33  
N. Y., Longmans 2.00

**Hunting trails in three continents.** O (Wind-  
ward House) '33 N. Y., Derrydale Press 3.50

**Jacobs, Thornwell**

Not knowing whither he went. 257p. O c.  
Oglethorpe Univ., Ga., Oglethorpe Univ. Press 2.00  
A religious novel in which a young southern Pres-  
byterian minister and a movie actress are both seized  
by the spirit of primitive Christianity. The story  
criticizes the press, colleges and the radio and shows  
the movies revitalized by religion.

**Jaeger, Edmund Carroll, and others**

The California deserts; a visitor's handbook. 217p.  
(3p. bibl.) il., maps, diagrs. D [c. '33] Stanford  
Univ., Cal., Stanford Univ. Press. 2.00  
The history of the Colorado and Mohave Deserts,  
their plants and animals, climate, etc., described for  
visitors.

**Keller, Adolf, D.D.**

Karl Barth and Christian unity; the influence of  
the Barthian movement upon the churches of the  
world; tr. [from the German] in collaboration with  
Werner Petersmann and Rev. Manfred Manrodt; rev.  
by A. J. Macdonald; introd. by Luther A. Weigle.  
342p. (4p. bibl. and bibl. footnotes) D c. N. Y.,  
Macmillan 2.75  
An introduction to Barthian theology and a survey  
of contemporary church problems, picturing the Bar-  
thian influence in all the Christian countries.

**Kendall, Paul G.**

Polo ponies; their training and schooling; lim. ed.  
il. O '33 N. Y., Derrydale Press bds., 7.50

**Kendall, Walter G.**

Four score years of sport. 204p. il. D [c. '33]  
Bost., Stratford 2.00  
The reminiscences of a Boston sportsman who has  
been interested in many different forms of sport.

**Kent, Edwin C.**

The isle of long ago; sporting days [lim. num-  
bered ed.]. 206p. il. O N. Y., Scribner 5.00

**Honzik, C. H.**

Maze learning in rats in the absence of specific  
intra- and extra-maze stimuli. 45p. (bibl.) diagrs. O  
(Univ. of Cal. pub'ns in psych., v. 6, no. 8) '33  
Berkeley, Cal., Univ. of Cal. Press pap., .50

**Howard, H. B.**

The stresses in aeroplane structures. 273p. diagrs.  
O '33 [N. Y.], Pitman 5.00

Recollections of the author's fishing and hunting ex-  
periences in America, especially in New York State  
and northern New Jersey, during the last part of the  
19th century.

**King, Beulah Brown**

Tommy's present; a Christmas story. 14p. D c.  
Bost., Beacon Press bds., .50

**Kirkpatrick, J. B.**

Little ship wanderings. 254p. D ['33] [N. Y.,  
Longmans] 3.00  
The reminiscences of a yachtsman, who has sailed  
small yachts on journeys to many parts of the world.

**Kohn, Leo**

The Constitution of the Irish Free State. 423p. O  
['33] N. Y., Peter Smith 5.00

**Lamb, Charles**

Everybody's Lamb; being a selection from The es-  
says of Elia, the letters and the miscellaneous prose  
of Charles Lamb; ed. by A. C. Ward; il. by Er-  
nest H. Shepard. 581p. O '33 N. Y., Harcourt 3.75  
A companion volume to "Everybody's Boswell" and  
"Everybody's Pepys."

**Lanier, Henry W.**

A. B. Frost, American sportsman's artist; lim. ed.  
il. O '33 N. Y., Derrydale Press bds., 17.50

**Lerrigo, Peter Hugh James, comp.**

Northern Baptists rethink missions; a study of the  
report of the Laymen's Foreign Missions Inquiry.  
128p. il. D [n. d.] N. Y., Bapt. B'd of Educ., 152  
Madison Ave. pap., .25

**Luff, John Nicholas and Clark, Hugh M.**

Standard postage stamp catalog; 90th ed. 1029p.  
O '33 N. Y., Scott Stamp & Coin Co., 1 W. 47th St.  
2.50; indexed, 3.00

**M. B., pseud.**

The thunderer; lim. ed. 202p. O '33 N. Y.,  
Derrydale Press bds., 7.50

**McCaslin, Davida**

Amateur writing. 355p. D c. N. Y., Long &  
Smith 2.00  
A guide for amateur writers and speakers in club  
work, colleges, etc.

**McKinley, F. Burks**

Death sails the Nile. 224p. D [c. '33] Bost.,  
Stratford 2.00  
Murder struck several times on the small river  
steamer which was carrying nine passengers up the  
Nile into Africa.

**Mahony, Michael Joseph**

History of modern thought; the English, Irish and  
Scotch schools. 188p. O c. N. Y., Fordham Univ.  
Press, Fordham R'd 2.00  
An introduction to the philosophies of Locke, Berke-  
ley, Hume and Kant for students in Catholic univer-  
sities and colleges.

**Malone, Dumas, ed.**

Dictionary of American biography; v. 12, McCrady-  
Millington. 657p. (bibl.) O c. N. Y., Scribner  
buck., 12.50

**Lasky, A. M.**

Facts about depression 1928-1933; with proper refer-  
ence to economic recovery. 56p. D [c. '33] [New  
Castle, Pa., Author, 1703 S. Jefferson St.] pap., .20

**Lee, Henry James, ed.**

Eagle police manual; a handbook for peace officers  
national in scope. 159p. il. D (Eagle lib. v. 48, no.  
316) [c. '33] B'klyn, N. Y., Eagle Library Pub'ns,  
Eagle Bldg. 1.50

**Mann, Harrington**

The technique of portrait painting. 144p. il. (pt. col.) Q (New art lib., 2nd ser.) [n. d.] Phil., Lippincott 6.00

A noted portrait painter writes a guide to the handling, composition and lighting of portraits in oils and a survey of the methods of portrait painters, ancient and modern. Fully illustrated.

**Martin, Prestonia Mann [Mrs. John Martin]**

Prohibiting poverty; suggestions for a method of obtaining economic security. 125p. D [c. '32, '33] N. Y., Farrar & Rinehart 1.00

Originally published by the author, and now in its fourth printing.

**Maternal mortality in New York City; a study of**

all puerperal deaths, 1930-1932; by the New York Academy of Medicine Committee on Public Health Relations. 311p. (3p. bibl.) diagrs. O c. N. Y., Commonwealth Fund 2.00

**Meade, J. E.**

The rate of interest in a progressive state. 125p. diagrs. O '33 [N. Y.], Macmillan 3.00

**Meier-Graefe, Julius**

Vincent van Gogh; a biographical study; tr. [from the German] by John Holroyd-Reece [new ed.]. 315p. il. O '33 N. Y., Harcourt buck., 3.00

This biography was originally published in 1922 by the Medici Society in a limited de luxe edition and in 1928 in a \$3 trade edition by Payson & Clarke.

**Merrick, Elliott**

True North [new. il. ed.]. 353p. il., maps O c. N. Y., Scribner 2.75

**Miele, Elizabeth**

Anybody's game; a comedy in three acts. 139p. front., diagr. D (Baker's professional plays) [c. '30, '33] Bost., W. H. Baker pap., .75

**Mochi, Ugo**

African shadows. 208p. il. obl. S c. N. Y., Ballou 2.00

Silhouettes of African animals, each with a page of descriptive text. Accompanying the book is a package of "Mochi's Figurines," sheets of black paper, with pictures of animals outlined in white, which the child may cut out. These envelopes are also sold separately at 50c. each.

**Mohr, Louise, and others**

Greeks and Persians of long ago. 288p. (bibl.) il., maps D '33 Chic., Rand, McNally .80

**Monroe, Harriet and Zabel, Morton Dauwen, eds.**

A book of poems for every mood. 148p. il. S [c. '33] Racine, Wis., Whitman Pub. Co. bds., .10

An anthology of famous poets.

**Morgan, Alexander**

Scottish university studies. 222p. D '33 N. Y., Oxford 2.50

**Mehra, Lal Chand**

The story of India; a key to the land of mystery [Yogi philosophy]. 60p. (bibl.) front. (por.) D [c. '33] Los Angeles, De Vorss & Co. pap., .50

**Meier, Hermann, ed.**

The one thousand most frequent German words; new and rev. ed. 24p. D '33 N. Y., Oxford .15

**Mitchell, Colonel William Augustus**

Army engineering; 3rd ed. rev. 333p. il., maps,

**Morley, Christopher Darlington**

Internal revenue. 318p. il. O '33, c. '26-'33 Garden City, N. Y., Doubleday 2.50

Essays that are widely varied in subject and locale.

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In Scotland again. 526p. (3p. bibl.) il., map O c. N. Y., Dodd, Mead 3.00

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Mother Goose rhymes printed on very heavy, stiff paper, with four "pop-up" illustrations by Harold B. Lentz.

**Mother's encyclopedia (The); 4 v.; ed. by the**

editors of "The Parents' Magazine." 959p. il. S [c. '33] N. Y., [Parents' Magazine, 114 E. 32nd St.] 5.00

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**Official pictures of A Century of Progress Exposition** (The), Chicago, 1933; introd. by James Weber Linn. no p. il. (pt. col.) F [c. '33] Chic., R. H. Donnelley Corp., 350 E. 22nd St. 5.00, bxd. Containing many photographs of the buildings, grounds and exhibits at the World's Fair.

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A biography of a great English physicist of the early 19th century.

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**One hundred civil service examinations;** comprising requirements, full information, and practice examinations for all popular city, county, state and federal positions, and eight "test-yourself" examinations. 248p. il., diags. O [c. '33] Milwaukee, Pergande Pub. Co., 3331 N. Bartlett Ave. 5.00

**Oxford English dictionary** (The); being a corrected re-issue with an introduction, supplement, and bibliography of A new English dictionary on historical principles founded mainly on the materials collected by The Philological Society; ed. by James A. H. Murray and others; 13 v. various p. F '33 [N. Y.], Oxford buck., 125.00

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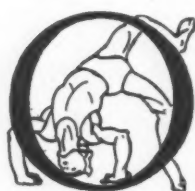
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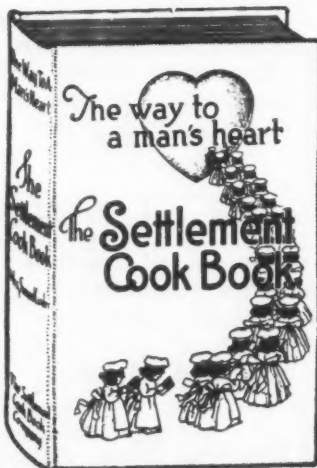
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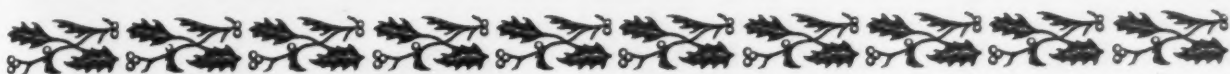
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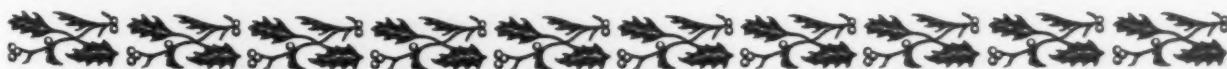
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